

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 13, 1980

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	26.8	20,450	1	MISS UNIVERSE PAGEANT(S)	18.3	37,840
2	MISS UNIVERSE PAGEANT(S)	24.1	18,390	2	MAJOR LEAGUE ALLSTAR GAME(S)	17.5	36,270
3	THREE'S COMPANY#	21.8	16,630	3	HART TO HART#	14.9	30,730
4	HART TO HART#	21.1	16,100	4	THREE'S COMPANY#	14.4	29,850
5	TAXI#	20.5	15,640	5	HOUSE CALLS#	14.2	29,400
6	VEGA\$	19.9	15,180	5	M*A*S*H	14.2	29,400
7	M*A*S*H	19.8	15,110	7	TAXI#	13.9	28,780
8	HOUSE CALLS#	19.4	14,800	8	LOU GRANT#	13.9	28,650
8	WBC HEAVYWT CHAMPIONSHIP(S)	19.4	14,800	9	WBC HEAVYWT CHAMPIONSHIP(S)	13.4	27,790
10	LOU GRANT#	19.3	14,730	10	FANTASY ISLAND	13.1	27,150
11	60 MINUTES	18.6	14,190	11	VEGA\$	12.8	26,560
12	FANTASY ISLAND	18.0	13,730	12	ABC SUNDAY NIGHT MOVIE	12.6	26,070
13	JEFFERSONS	17.8	13,580	13	LOVE BOAT	12.4	25,600
14	MAJOR LEAGUE ALLSTAR PRE(S)	17.7	13,510	14	JEFFERSONS	11.7	24,280
15	LOVE BOAT	17.4	13,280	15	DUKES OF HAZZARD	11.6	24,020
15	TRAPPER JOHN, M.D.#	17.4	13,280	16	FACTS OF LIFE#	11.3	23,440
17	ALICE	17.0	12,970	17	MAJOR LEAGUE ALLSTAR PRE(S)	11.3	23,410
18	ABC SUNDAY NIGHT MOVIE	16.7	12,740	17	60 MINUTES	11.3	23,410
19	20/20	16.1	12,280	19	CHIPS#	11.1	22,940

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	20.5	16,430
2	HART TO HART#	16.8	13,490
3	HOUSE CALLS#	16.7	13,390
4	LOU GRANT#	16.4	13,160
5	THREE'S COMPANY#	16.0	12,850
6	TAXI#	15.8	12,670
7	VEGA\$	15.8	12,650
8	M*A*S*H	15.4	12,360
9	FANTASY ISLAND	14.8	11,860
10	LOVE BOAT	14.5	11,650
10	MAJOR LEAGUE ALLSTAR GAME(S)	14.5	11,650
12	JEFFERSONS	13.8	11,050
13	ALICE	13.3	10,670
14	60 MINUTES	13.2	10,580
15	FACTS OF LIFE#	13.1	10,530
16	ABC SUNDAY NIGHT MOVIE	13.1	10,490
17	NBC TUESDAY NIGHT MOVIE	13.0	10,390

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	24.5	17,650
2	WBC HEAVYWT CHAMPIONSHIP(S)	19.8	14,250
3	MAJOR LEAGUE ALLSTAR PRE(S)	16.3	11,730
4	MISS UNIVERSE PAGEANT(S)	16.2	11,710
5	HOUSE CALLS#	15.5	11,170
6	60 MINUTES	15.2	10,960
7	LOU GRANT#	15.1	10,860
8	HART TO HART#	15.0	10,790
9	ABC SUNDAY NIGHT MOVIE	14.8	10,660
10	M*A*S*H	14.6	10,550
11	ABC MONDAY NIGHT BASEBALL#	14.1	10,130
12	TAXI#	12.8	9,240
13	VEGA\$	12.6	9,110
14	THREE'S COMPANY#	12.1	8,720
15	20/20	11.6	8,340
16	ARCHIE BUNKER'S PLACE#	11.5	8,270
17	TRAPPER JOHN, M.D.#	11.4	8,210
18	FANTASY ISLAND	10.4	7,480
19	REAL PEOPLE	10.0	7,220

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 13, 1980

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	17.5	8,710
2	LOU GRANT#	16.9	8,410
3	HART TO HART#	16.3	8,130
4	HOUSE CALLS#	16.3	8,120
5	VEGA\$	15.8	7,860
6	FANTASY ISLAND	15.6	7,770
7	TAXI#	15.3	7,630
8	THREE'S COMPANY#	15.2	7,570
9	M*A*S*H	14.6	7,300
10	FACTS OF LIFE#	13.8	6,880
11	NBC TUESDAY NIGHT MOVIE	13.7	6,860
12	WBC HEAVYWGHT CHAMPIONSHIP(S)	13.4	6,690
13	MAJOR LEAGUE ALLSTAR GAME(S)	13.1	6,530
14	ABC SUNDAY NIGHT MOVIE	12.9	6,440
15	LOVE BOAT	12.7	6,330
16	CHARLIE'S ANGELS	12.7	6,320
17	QUINCY, M.E.#	12.3	6,130
18	BIG EVENT	11.3	5,650
18	EIGHT IS ENOUGH	11.3	5,650

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	24.6	5,990
2	60 MINUTES	22.4	5,440
3	JEFFERSONS	20.6	5,010
4	ALICE	19.7	4,790
5	LOVE BOAT	19.0	4,630
6	ARCHIE BUNKER'S PLACE#	18.1	4,390
7	DALLAS#	18.0	4,370
8	ONE DAY AT A TIME	17.4	4,240
9	MAJOR LEAGUE ALLSTAR GAME(S)	17.2	4,180
10	BARNABY JONES	16.9	4,100
11	TRAPPER JOHN, M.D.#	16.7	4,050
12	VEGA\$	16.3	3,960
13	HOUSE CALLS#	16.1	3,920
14	M*A*S*H	15.9	3,860
15	THREE'S COMPANY#	15.7	3,820
16	WALTONS	15.6	3,790
17	CBS EVENING NEWS-CRONKITE	15.0	3,660

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	21.3	10,090
2	WBC HEAVYWGHT CHAMPIONSHIP(S)	18.9	8,980
3	HOUSE CALLS#	16.5	7,820
4	LOU GRANT#	15.9	7,550
5	HART TO HART#	15.7	7,470
6	ABC SUNDAY NIGHT MOVIE	14.6	6,920
6	M*A*S*H	14.6	6,920
8	TAXI#	14.1	6,710
9	MAJOR LEAGUE ALLSTAR PRE(S)	14.0	6,640
10	THREE'S COMPANY#	13.0	6,160
11	MISS UNIVERSE PAGEANT(S)	13.0	6,150
12	ABC MONDAY NIGHT BASEBALL#	12.2	5,780
13	VEGA\$	11.8	5,580
14	60 MINUTES	11.1	5,280
15	FANTASY ISLAND	10.3	4,870
16	20/20	10.2	4,860
17	BIG EVENT	9.7	4,590
18	DUKES OF HAZZARD	9.6	4,580
19	CBS SATURDAY NIGHT MOVIE#	9.5	4,510

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	33.4	6,380
2	MISS UNIVERSE PAGEANT(S)	25.3	4,840
3	60 MINUTES	24.2	4,620
4	MAJOR LEAGUE ALLSTAR PRE(S)	23.2	4,430
5	WBC HEAVYWGHT CHAMPIONSHIP(S)	20.5	3,920
6	ABC MONDAY NIGHT BASEBALL#	19.6	3,740
7	ALICE	18.0	3,440
8	ARCHIE BUNKER'S PLACE#	17.9	3,430
9	JEFFERSONS	17.0	3,250
10	TRAPPER JOHN, M.D.#	16.6	3,170
11	VEGA\$	16.4	3,130
12	ONE DAY AT A TIME	16.0	3,050
13	M*A*S*H	15.3	2,930
14	QUINCY, M.E.#	15.1	2,880
15	REAL PEOPLE	14.9	2,850
16	LOU GRANT#	14.3	2,730
16	20/20	14.3	2,730
18	HART TO HART#	14.1	2,690
19	CBS EVENING NEWS-CRONKITE	14.0	2,680

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
*EVENING																																	
ABC FRIDAY NIGHT MOVIE						27	187	A	10.7	22	816	1793	777	423	805	306	565	500	402	201	568	157	330	287	296	228	182	162	238	184			
2 FRI. 9.00P 108 ABC FF							96	B	14.9	26	1137																						
9.00 - 9.30								A	9.3	20	710	1785	725	446	762	305	573	502	393	173	613	172	375	298	328	238	168	147	242	182			
9.30 - 10.00								A	10.7	21	816	1810	767	428	798	307	575	503	391	192	579	152	363	311	325	216	193	171	240	168			
10.00 - 10.30								A	11.6	23	885	1837	822	407	843	312	549	509	413	222	575	168	309	293	284	238	184	166	235	194			
ABC FRIDAY NIGHT MOVIE						5	192	A	8.7	24	664	1892	668	366	764	271	517	423	446	210	861	373	568	445	414	257	97	25	170	147			
1 FRI. 8.00P 180 ABC FF							96	B	9.9	22	755																						
8.00 - 8.30								A	7.4	24	565	2025	714	394	792	237	539	447	502	215	911	398	609	469	420	274	104	37	218	162			
8.30 - 9.00								A	7.7	24	588	2034	715	396	783	238	539	439	492	216	920	419	608	454	401	283	96	31	235	176			
9.00 - 9.30								A	8.1	24	618	1828	714	393	774	234	483	421	497	238	787	378	502	375	346	257	97	13	170	124			
9.30 - 10.00								A	8.8	23	671	1793	740	421	814	278	515	457	477	240	794	347	527	416	388	230	78	13	107	107			
10.00 - 10.30								A	9.6	24	732	1728	586	306	725	309	516	402	370	183	793	301	515	442	434	240	110	25	100	100			
10.30 - 11.00								A	10.9	26	832	1912	571	306	706	298	507	379	369	176	924	398	625	487	453	251	82	31	200	200			
ABC MONDAY NIGHT BASEBALL						4	198	A	14.5	27	1106	1792	445	126	520	121	276	233	283	229	916	337	524	455	391	339	161	52	195	143			
1 MON. 8.30P 162 ABC SE							99	B	12.4	22	946																						
8.30 - 9.00								A	11.3	23	862	1774	487	98	545	80	245	232	250	288	967	453	575	463	319	355	94	27	168	149			
9.00 - 9.30								A	13.9	26	1061	1929	480	78	563	97	291	239	318	262	986	348	573	490	432	355	95	37	285	202			
9.30 - 10.00								A	15.3	28	1167	1722	450	126	533	135	302	238	292	221	875	269	469	420	405	351	130	50	184	148			
10.00 - 10.30								A	15.1	28	1152	1813	410	142	500	137	273	229	267	212	892	331	511	470	387	310	188	59	233	154			
10.30 - 11.00								A	16.2	29	1236	1856	437	168	508	144	284	247	290	200	925	329	535	460	414	340	268	90	155	100			
ABC NEWS CLOSEUP(S)							193	A	5.6	13	427	1670	806	164	839	298	480	387	464	286	529	107	204	211	277	280	207	112	95	LT			
2 FRI. 8.00P 60 ABC DN							96	A	5.8	13	443	1619	715	147	744	167	363	392	463	316	539	139	237	209	277	257	265	162	71	LT			
8.00 - 8.30								A	5.4	12	412	1701	895	182	932	435	600	376	461	250	510	66	163	204	276	306	140	55	119	LT			
8.30 - 9.00																																	
ABC NEWSBRIEF-M-F						203	189	192	A	13.7	28	1045	1749	627	284	708	262	409	355	320	238	654	253	385	325	278	226	204	116	183	136		
MON. 8.28P 1 ABC N							96	97	B	17.6	28	1343																					
1 TU-TH 9.58P 1																																	
1 FRI. 9.59P 1																																	
2 TUE. 8.33P 2																																	
2 W & TH 9.58P 1																																	
2 FRI. 8.57P 2																																	
ABC NEWSBRIEF-SAT.						40	189	196	A	17.9	38	1366	1898	717	315	892	353	495	418	324	338	494	245	338	281	154	150	262	164	250	191		
SAT. 9.58P 1 ABC N							97	98	B	19.1	34	1457																					
ABC NEWSBRIEF-SUN.						41	187	195	A	10.4	22	794	2029	692	317	804	372	550	422	316	187	806	428	631	450	296	161	211	130	208	131		
1 SUN. 7.58P 1 ABC N							97	98	B	16.4	26	1251																					
2 SUN. 8.58P 1																																	
ABC SUNDAY NIGHT MOVIE						34	198	197	A	16.7	31	1274	2046	730	329	822	309	505	479	391	239	837	370	542	497	377	209	177	105	210	143		
1 SUN. 8.00P 169 ABC FF							98	97	B	19.1	31	1457																					
2 SUN. 9.00P 120																																	
8.00 - 8.30									A	12.5	27	954	2229	746	408	867	385	575	497	406	228	816	435	584	477	298	190	132	52	414	251		
8.30 - 9.00									A	14.6	30	1114	2179	728	383	839	349	536	459	392	240	834	438	577	466	307	207	151	81	355	211		
9.00 - 9.30									A	15.3	29	1167	2081	702	312	807	295	495	453	369	254	816	341	528	484	383	211	205	140	253	174		
9.30 - 10.00									A	17.1	30	1305	2079	733	325	831	307	505	481	379	253	833	361	542	512	377	203	174	109	241	164		
10.00 - 10.30									A	18.7	33	1427	1978	738	325	815	303	493	485	398	231	866	373	553	520	406	214	173	95	124	92		
10.30 - 11.00									A	19.5	36	1488	1740	694	225	760	245	445	459	369	223	760	261	426	458	419	200	177	121	43	36		
ABC WORLD NEWS TONIGHT						190	201	197	A	10.4	25	794	1714	725	257	826	228	380	324	370	382	596	154	300	286	310	250	145	90	147	68		
M-F 6.30P 30 ABC N							99	98	B	12.7	24	969																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1980 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11								
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+									
EVENING CONT'D																																		
ABC WRLD NEWS TONIGHT-SUN					33	159	158		A	6.4	18	488		1650	830	162^		830	152^	368	354	397	422		672	135^	333	333	291	299	96^	45^	52^	16^
SUN. 6.30P 30 ABC N						88	88		B	9.0	18	687																						
ALICE(B) 2 SUN. 9.30P 30 CBS CS							189		A	17.3	31	1320		1832	831	322		852	282	473	409	377	339		484	119^	202	190	195	257	165^	83^	331	263
							99																											
ALICE SUN. 9.00P 30 CBS CS					36	196	195		A	17.0	32	1297		1765	735	267		824	255	413	344	336	371		545	137	257	224	237	265	153	91^	243	195
						99	99		B	23.6	36	1801																						
AMERICAN JR. MISS PAGEANT(S) 1 WED. 8.00P 60 CBS AC						188			A	10.2	22	778		1739	734	239^		797	158^	343	324	428	400		552	159^	237^	237^	279^	240^	111^	89^	279^	196^
							98																											
8.00 - 8.30									A	9.9	22	755		1685	706	222^		769	149^	319	313^	424	390		568	170^	258^	261^	278^	229^	94^	71^	254^	173^
8.30 - 9.00									A	10.6	22	809		1763	751	249^		810	163^	357	332	427	403		526	145^	212^	210^	277^	245^	128^	105^	299	215^
ARCHIE BUNKER'S PLACE 2 SUN. 8.00P 30 CBS CS					35		201		A	15.2	34	1160		1702	718	233		762	189^	349	272	355	378		714	186^	354	330	344	297	55^	40^	171^	97^
							99		B	21.2	34	1618																						
B.J. AND THE BEAR SAT. 8.00P 60 NBC A					13	204	193		A	10.7	27	816		1888	670	332		706	266	317	321	327	306		609	169	271	254	236	304	154	97^	419	245
							97	94		B	13.0	27	992																					
8.00 - 8.30									A	9.9	26	755		1894	668	333		695	265	311	312	313	307		623	161^	277	260	254	314	133^	82^	443	242
8.30 - 9.00									A	11.4	27	870		1879	671	330		713	267	322	325	337	305		592	178	265	252	216	290	171	109^	403	251
BAD NEWS BEARS 2 SAT. 8.30P 30 CBS CS					4		168		A	6.7	16	511		1728	698	171^		698	285^	377^	347^	222^	295^		562	165^	358^	285^	316^	204^	166^	116^	302^	243^
							94		B	7.9	20	603																						
BARNABY JONES					19	179	178		A	12.4	26	946		1774	743	279		928	215	405	415	454	435		528	145	229	173	211	282	130	59^	188	124^

THU.	9.00P	60	CBS PD	97	97		B	16.0	26	1221																			
	9.00 - 9.30						A	11.4	25	870	1780	747	261	920	206	384	394	440	450	500	128^	199	152	195	283	165	95^	195	121^
	9.30 - 10.00						A	13.4	27	1022	1757	735	290	929	219	420	432	464	418	545	156	251	191	222	278	101^	29^	182	126
BARNEY MILLER				35	198	198	A	13.6	29	1038	1639	665	350	730	286	415	364	303	241	564	220	332	288	243	187	183	100^	162	121
THU.	9.00P	30	ABC CS	98	98		B	19.4	31	1480																			
BENSON				37	200	202	A	12.7	29	969	1788	712	335	804	316	468	392	308	291	475	164	275	249	202	164	232	151	277	173
THU.	8.30P	30	ABC CS	99	99		B	19.3	32	1473																			
BETWEEN THE LINES(S)					198		A	10.9	21	832	1889	717	342	765	303	467	382	308	256^	638	234^	419	410	304	160^	282^	206^	204^	136^
2 MON.	8.30P	30	ABC CS		98																								
BIG EVENT				34	204	201	A	13.3	25	1015	2066	767	310	874	387	556	500	343	245	694	279	452	388	287	207	232	124	266	188
1 SUN.	8.00P	180	NBC FV	99	99		B	18.6	29	1419																			
2 SUN.	9.00P	115																											
	8.00 - 8.30						A	8.6	18	656	2221	919	391	960	373	549	582	402	296^	626	233^	379	380	275^	180^	207^	87^	428	328^
	8.30 - 9.00						A	9.7	20	740	1968	876	393	943	406	557	539	354	284^	542	209^	307^	288^	220^	181^	232^	142^	251^	204^
	9.00 - 9.30						A	12.3	23	938	2084	734	268	865	377	546	475	330	254	674	280	438	364	271	203	250	138	295	206
	9.30 - 10.00						A	13.9	25	1061	2093	729	269	846	377	551	484	331	230	716	295	473	398	295	209	247	130	284	198
	10.00 - 10.30						A	15.2	27	1160	2074	752	314	865	394	564	487	336	237	733	301	494	421	297	210	228	127	248	170
	10.30 - 11.00						A	16.6	31	1267	1967	751	323	849	383	552	503	343	232	710	273	466	401	305	213	208	109	200	133
BUCK ROGERS-25TH CENTURY				35	190	184	A	9.3	22	710	2283	590	258	611	212	454	450	356	93^	813	422	628	427	345	126^	385	211	474	349
THU.	8.00P	60	NBC SF	95	94		B	15.2	25	1160																			
	8.00 - 8.30						A	8.8	21	671	2204	608	272	621	196	461	467	379	92^	773	386	593	436	343	121^	367	210	443	321
	8.30 - 9.00						A	9.8	23	748	2342	573	244	602	227	447	433	330	96^	841	455	658	415	346	124^	396	209	503	374
CAMP GRIZZLY(S)					180		A	9.0	19	687	1651	652	237^	707	257^	403	342^	286^	278^	626	305^	403	284^	157^	223^	134^	60^	184^	123^
1 MON.	8.00P	30	ABC CS	92																									

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
												WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	WOMEN		
18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+																				
EVENING CONT'D																													
CAMPAIGN '80-SUN(S)								188		A	8.9	17	679	1551	740 261^	778 165^	331^321^	364 401	549 130^	283^241^	250^245^	79v	LT	145^ 130^					
2 SUN. 10.30P 30 CBS P								99																					
CBS EVENING NEWS-CRONKITE						190		194 194		A	11.7	28	893	1563	715 236	786 184	297 337	372 410	639 161	303 273	314 300	68	32^	70 43^					
M-F 6.30P 30 CBS N						99 99		99 99		B	14.7	28	1122																
CBS EVENING NEWS-DEAN						25		162 168		A	7.8	21	595	1650	647 171^	733 139^	206 259	292 448	716 152^	319 309	350 349	46v	17v	155^ 155^					
SUN. 6.30P 30 CBS N						90 90		90 90		B	9.0	19	687																
CBS REPORTS(S)								188		A	9.9	19	755	1371	674 211^	702 242^	386 358	316^241^	584 163^	277^363	302^217^	47v	29v	38v 12v					
2 WED. 10.00P 60 CBS DN								98																					
10.00 - 10.30										A	9.9	19	755	1375	652 201^	676 243^	378 349	289^224^	578 158^	283^364	313^214^	77v	57v	44v 23v					
10.30 - 11.00										A	10.0	19	763	1337	686 215^	713 232^	383 360	341 254^	577 163^	265^355	283^215^	19v	LT	28v LT					
CBS SAT. NEWS-SCHIEFFER						37		145 148		A	8.2	23	626	1490	814 321	814 136^	310 351	450 416	626 100^	245 289	298 325	16v	LT	34v 29v					
SAT. 6.30P 30 CBS N						84 84		84 84		B	10.1	22	771																
CBS SATURDAY NIGHT MOVIE						4		181		A	11.8	26	900	1961	736 356	862 315	557 494	347 251^	726 293	500 443	349 167^	150^	46v	223^ 174^					
2 SAT. 9.00P 120 CBS FF								97		B	11.4	24	870																
9.00 - 9.30										A	9.8	22	748	1838	656 335	800 283^	465 386	267^298^	641 238^	400 366	322 169^	142^	63v	255^ 191^					
9.30 - 10.00										A	11.5	25	877	1892	698 388	825 274^	532 496	345 248^	711 259^	474 469	372 159^	139^	42v	217^ 158^					
10.00 - 10.30										A	12.4	27	946	2005	765 361	880 328	567 523	363 245^	728 299	509 444	339 166^	177^	51v	220^ 180^					
10.30 - 11.00										A	13.6	31	1038	2041	795 336	912 357	625 541	390 224^	785 345	581 473	357 165^	138^	31v	206^ 171^					
CBS TUESDAY NIGHT MOVIES						11		179 177		A	11.7	20	893	1886	773 324	822 284	509 490	387 238	630 215	393 394	315 166	172	116^	262 154					

1	TUE.	9.00P	120	CBS	FF	97	98	B	16.5	28	1259											
2	TUE.	9.00P	114																			
	9.00 - 9.30							A	10.3	19	786	1952	777 352	839 275	507 492	404 258	599 201	357 388	289 162	163 122^	351 177	
	9.30 - 10.00							A	11.5	20	877	1924	772 327	831 288	502 483	387 252	629 202	383 402	323 167	172 120^	292 178	
	10.00 - 10.30							A	12.6	21	961	1837	779 322	818 283	513 502	388 228	619 202	386 390	323 169	182 116^	218 139	
	10.30 - 11.00							A	12.5	22	954	1847	766 297	802 292	519 493	370 211	665 253	440 402	316 163	183 111^	197 129^	
CBS WEDNESDAY NIGHT MOVIE																						
						19	183	187	A	13.6	26	1038	1733	676 192	703 279	417 378	313 232	660 234	393 378	334 203	199 84^	171 128
1	WED.	9.00P	120	CBS	FF	98	98	B	16.2	27	1236											
2	WED.	8.00P	120																			
	8.00 - 8.30							A	9.6	21	732	1519	542 41v	542 168^	240^178^	266^255^	663 201^	341 351	342 266^	175^	66v	139^ 94^
	8.30 - 9.00							A	9.2	19	702	1567	512 52v	512 191^	264^182^	236^202^	683 215^	392 366	340^257^	225^	73v	147^ 119^
	9.00 - 9.30							A	11.2	22	855	1682	659 165	676 235	375 365	320 246	654 203	371 370	345 225	154 78^	198 149	
	9.30 - 10.00							A	13.9	26	1061	1748	682 196	703 284	425 395	307 224	658 236	420 406	350 175	213 91^	174 118	
	10.00 - 10.30							A	19.3	35	1473	1788	738 250	791 347	508 463	335 227	613 220	359 363	313 175	211 93^	173 134^	
	10.30 - 11.00							A	20.0	37	1526	1895	769 290	815 347	513 472	352 243	703 301	441 377	318 186	213 84^	164 134^	
CHARLIE'S ANGELS																						
						36	196	198	A	15.7	30	1198	1819	725 327	861 361	528 404	336 275	493 163	265 231	195 195	213 122	252 200
WED.	9.00P	60	ABC	PD		98	98	B	20.2	32	1541											
	9.00 - 9.30							A	14.0	28	1068	1786	733 328	874 356	523 400	341 297	477 161	259 218	189 195	209 120	226 180	
	9.30 - 10.00							A	17.3	32	1320	1848	719 324	848 364	532 408	333 255	510 166	271 238	200 200	221 126	269 216	
CHIPS																						
						14	215	A	14.6	32	1114	2059	561 200^	665 315	461 340	228 202^	622 257	362 336	227 206^	285 147^	487 341	
2	SUN.	8.00P	60	NBC	OP		99	B	16.8	30	1282											
	8.00 - 8.30							A	13.7	30	1045	2081	580 210^	671 325	479 362	242 184^	643 242	362 346	258 224^	301 154^	466 322	
	8.30 - 9.00							A	15.5	33	1183	2031	543 191^	658 308	444 321	216 214	599 268	359 325	195^191^	269 137^	505 359	
DALLAS																						
						36	192	A	13.6	33	1038	2171	782 360	907 267	410 401	352 421	650 257	352 337	282 228^	209^120^	405 360	
1	FRI.	10.00P	60	CBS	GD		99	B	23.5	41	1793											
	10.00 - 10.30							A	13.0	32	992	2139	756 323	877 244	383 378	351 415	652 237^	327 308	297 242	189^107^	421 355	
	10.30 - 11.00							A	14.3	34	1091	2178	804 391	930 287	433 422	349 421	639 273	369 357	263 212^	220 127^	389 359	

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
												WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN
												TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																															
DIFF'RENT STROKES						32	196	204	A	15.0	30	1145	1966	767	365	831	336	489	379	342	279	527	146	285	257	281	193	296	111	312	216
WED. 9.00P 30 NBC CS						98	99	B	19.0	30	1450																				
DISNEY'S WONDERFUL WORLD						36	209	211	A	10.0	23	763	2189	663	215	716	324	460	388	263	221	610	238	350	348	259	199	237	101^	626	369
SUN. 7.00P 60 NBC FV						99	99	B	16.3	27	1244																				
7.00 - 7.30									A	9.5	23	725	2241	695	209	737	343	475	390	253	228	605	255	347	340	238	198	232	99^	667	403
7.30 - 8.00									A	10.4	23	794	2150	640	224	700	307	451	387	279	212	617	226	351	355	275	204	242	102^	591	344
DUKES OF HAZZARD						39	186	193	A	14.5	34	1106	2172	708	242	793	261	470	421	402	263	647	241	414	348	330	178	283	150	449	321
FRI. 9.00P 60 CBS CS						95	98	B	22.8	39	1740																				
9.00 - 9.30									A	13.6	34	1038	2163	720	251	809	258	485	428	424	264	642	240	424	344	335	166	286	158	426	304
9.30 - 10.00									A	15.4	35	1175	2170	691	230	770	256	451	410	382	262	642	237	404	349	325	184	285	146	473	336
ED CLARK FOR PRES. COMM.(S)							188		A	10.5	22	801	1744	795	388	816	333	600	472	396	190^	520	143^	259^	228^	227^	244^	152^	133^	256^	211^
2 FRI. 10.56P 4 ABC P							97																								
EDDIE RABBITT SPECIAL(S)							193		A	10.0	19	763	1851	716	234^	738	272^	505	485	387	166^	662	305^	442	318	257^	196^	194^	97^	257^	116^
2 THU. 9.00P 60 NBC PC							94		A	9.2	18	702	1970	768	252^	792	307^	569	516	418	162^	684	321^	475	357	294^	185^	203^	109^	291^	133^
9.00 - 9.30									A	10.7	20	816	1760	677	219^	697	241^	456	459	366	173^	650	294^	417	289^	229^	206^	185^	85^	228^	100^
9.30 - 10.00																															
EIGHT IS ENOUGH						32	198	198	A	12.6	27	961	1735	742	380	914	409	588	444	321	276	352	125^	196	160	133	147	230	145	239	161
WED. 8.00P 60 ABC CS						98	99	B	21.6	35	1648																				
8.00 - 8.30									A	11.7	26	893	1728	757	392	930	417	597	445	330	282	342	112^	190	159	140	143	225	140	231	145
8.30 - 9.00									A	13.6	28	1038	1710	721	361	886	397	574	436	309	267	350	132	196	157	126	147	233	146	241	169
FACTS OF LIFE						4	195		A	15.3	29	1167	2009	765	398	902	373	588	420	396	270	485	143^	262	249	231	209	416	230	206	122^
2 WED. 9.30P 30 NBC CS							97		B	15.9	28	1213																			
FANTASY ISLAND						30	198	200	A	18.0	39	1373	1977	724	335	864	380	566	478	354	243	543	241	354	298	209	160	323	200	247	199
SAT. 10.00P 60 ABC A						97	98	B	19.6	36	1495																				
10.00 - 10.30									A	17.8	38	1358	1974	729	351	882	395	586	493	357	243	521	221	339	286	211	158	317	202	254	205
10.30 - 11.00									A	18.2	40	1389	1970	721	321	848	363	548	461	353	245	561	260	366	308	205	161	323	197	238	191
GALACTICA 1980						7	194		A	8.4	20	641	2165	677	384	772	383	588	422	320^	134^	779	476	671	550	279^	82^	253^	159^	361^	240^
1 SUN. 7.00P 60 ABC SF							99	B	12.0	21	916																				
7.00 - 7.30									A	7.8	19	595	2061	670	386^	759	379^	581	393^	299^	143^	734	433	606	499	270^	101^	249^	159^	319^	197^
7.30 - 8.00									A	9.1	20	694	2215	676	379	771	377	585	441	337^	124^	806	507	716	585	282^	64^	246^	153^	392	276^
GHOST OF A CHANCE(S)							197		A	11.0	23	839	1802	693	359	775	292	465	394	337	251^	580	247^	373	404	261^	138^	175^	105^	272^	201^
2 MON. 8.00P 30 ABC CS							98																								
HAPPY DAYS						38	207		A	14.2	32	1083	1841	622	325	670	342	434	359	265	175^	488	246	372	280	185^	116^	277	174^	406	226
1 TUE. 8.00P 30 ABC CS							99	B	20.6	34	1572																				
HART TO HART						27	201		A	21.1	38	1610	1909	789	305	838	357	506	490	365	210	672	321	466	382	246	168	264	111^	135^	112^
1 TUE. 10.00P 60 ABC PD							99	B	19.3	33	1473																				
10.00 - 10.30									A	21.4	38	1633	1912	788	328	834	367	511	495	352	201	665	311	460	377	251	166	274	115^	139^	112^
10.30 - 11.00									A	20.8	38	1587	1895	787	278	837	343	496	483	377	220	669	328	464	385	237	167	257	109^	132^	109^
HOME TO STAY(S)							191		A	8.0	17	610	1815	937	324^	955	212^	436	436	516	434	717	169^	325^	391^	399	288^	58^	26^	85^	56^
1 SAT. 9.30P 90 CBS GD							98																								
9.30 - 10.00									A	6.8	14	519	1757	918	343^	937	269^	438^	393^	459^	410^	706	233^	325^	374^	303^	283^	60^	23^	54^	33^
10.00 - 10.30									A	8.5	18	649	1840	927	308^	944	204^	430	453	506	434	725	160^	331^	398	423	287^	63^	30^	108^	69^
10.30 - 11.00									A	8.8	19	671	1805	948	316^	966	177^	435	447	558	446	704	123^	312^	394	447	285^	49^	20^	86^	61^

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WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+						
EVENING CONT'D																															
HOUSE CALLS						6	198		A	19.4	35	1480	1986	838	439	903	329	548	497	374	264	754	347	528	367	326	173	224	142^	105^	87^
1 MON. 9.30P 30 CBS CS						99		B	18.7	31	1427																				
INCREDIBLE HULK						35	184	186	A	11.0	29	839	2012	600	194	723	260	417	366	324	256	628	218	389	358	309	191	253	133^	408	269
FRI. 8.00P 60 CBS SF						98	97		B	16.8	30	1282																			
8.00 - 8.30									A	10.4	28	794	1941	581	190	701	241	382	346	312	264	633	216	385	349	303	204	223	117^	384	230
8.30 - 9.00									A	11.7	30	893	2037	610	195	735	273	440	381	330	246	613	216	383	357	307	181	268	143	421	297
JEFFERSONS						34	194	190	A	17.8	31	1358	1788	746	277	815	232	398	343	361	370	528	152	270	231	227	240	217	117	228	184
1 SUN. 9.30P 30 CBS CS						99	98		B	23.1	36	1763																			
2 SUN. 10.00P 30																															
JOE'S WORLD						7	203	190	A	7.8	17	595	2005	573	232	617	228	290	263	301	250	711	224	413	359	325	240	246	103^	431	302
SAT. 9.30P 30 NBC CS						97	95		B	9.1	18	694																			
KNOTS LANDING(B)								192	A	15.3	31	1167	1737	825	246	888	288	523	451	377	315	426	148^	226	205^	179^	169^	236	143^	187^	112^
2 FRI. 10.00P 60 CBS GD						98																									
10.00 - 10.30									A	14.7	29	1122	1733	828	243	877	279	510	440	373	319	418	155^	231	219	178^	154^	227	144^	211^	123^
10.30 - 11.00									A	15.9	33	1213	1732	820	245	892	292	530	459	380	309	432	139^	219	194^	180^	182^	246	143^	162^	100^
KNOTS LANDING						4	191	184	A	13.4	26	1022	1668	786	332	895	280	503	439	420	313	507	132	215	215	242	232	153	86^	113^	95^
THU. 10.00P 60 CBS GD						99	99		B	14.7	28	1122																			
10.00 - 10.30									A	12.7	25	969	1642	762	324	877	261	481	428	419	319	497	126^	208	195	227	243	145	81^	123^	95^
10.30 - 11.00									A	14.2	28	1083	1675	804	335	904	296	519	444	417	305	511	134	219	231	256	220	157	88^	103^	93^
LAROCHE FOR PRES.(S)						198			A	13.9	27	1061	1965	699	258	839	370	529	448	324	247	644	226^	395	365	291	210^	205^	75^	277	200^
2 SUN. 10.55P 5 NBC P						98																									
LAVERNE & SHIRLEY						17	206		A	15.0	31	1145	1751	573	302	611	296	397	332	252	153^	508	240	353	320	197^	127^	218	169^	414	260
1 TUE. 8.30P 30 ABC CS						99			B	18.4	31	1404																			
LIBERTARIANS-POLITICAL(S)						181			A	11.1	18	847	1884	779	197^	823	288	480	450	354	241^	639	183^	375	388	334	200^	251^	142^	171^	103^
2 TUE. 10.54P 6 CBS P						99																									
LITTLE HOUSE-PRAIRIE						38	216	216	A	13.7	28	1045	1823	754	292	796	255	426	352	365	324	573	173	301	280	261	236	156	101^	298	171
MON. 8.00P 60 NBC GD						99	99		B	20.8	32	1587																			
8.00 - 8.30									A	12.6	27	961	1742	719	266	768	242	404	329	340	322	560	170	292	277	258	231	151	93^	263	158
8.30 - 9.00									A	14.8	29	1129	1881	781	313	816	263	442	367	384	325	581	177	305	282	259	241	157	106^	327	182
LITTLE PRINCE(S)						187			A	6.6	16	504	1893	881	279^	901	366^	426^	364^	369^	357^	541	210^	274^	333^	225^	165^	139^	57^	312^	170^
1 SAT. 8.00P 90 CBS FF						98																									
8.00 - 8.30									A	7.0	18	534	1833	866	267^	887	361^	413^	363^	354^	351^	486	184^	213^	279^	203^	152^	158^	79^	302^	174^
8.30 - 9.00									A	6.4	15	488	1957	872	301^	895	400^	445^	364^	360^	335^	495	211^	266^	327^	190^	137^	141^	47^	426^	221^
9.00 - 9.30									A	6.6	15	504	1837	873	276^	891	325^	406^	345^	379^	377^	634	231^	343^	394^	281^	202^	109^	39^	203^	112^
LIVE FROM STUDIO 8H(S)						200			A	5.9	11	450	1311	673	209^	684	159^	240^	329^	359^	339^	422^	109^	218^	193^	240^	140^	69^	15^	136^	91^
1 WED. 9.30P 90 NBC CM						99																									
9.30 - 10.00									A	6.8	12	519	1465	684	243^	684	206^	278^	309^	308^	334^	472	161^	287^	203^	242^	134^	104^	17^	206^	139^
10.00 - 10.30									A	5.6	10	427	1281	658	197^	670	136^	221^	337^	351^	333^	452^	106^	216^	213^	267^	152^	53^	18^	106^	78^
10.30 - 11.00									A	5.2	10	397	1166	689	182^	714	124^	217^	351^	441^	363^	337^	45^	131^	161^	217^	143^	44^	12^	71^	40^
LOU GRANT						35	200		A	19.3	35	1473	1945	878	439	894	348	572	527	379	225	738	319	514	376	314	185	238	133^	75^	58^
1 MON. 10.00P 60 CBS GD						99			B	19.0	31	1450																			
10.00 - 10.30									A	19.0	34	1450	2012	888	437	904	342	572	527	381	238	773	338	533	387	330	193	239	133^	96^	74^
10.30 - 11.00									A	19.6	36	1495	1876	863	439	882	354	572	524	377	212	702	303	492	362	292	176	238	132^	54^	43^

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PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
EVENING CONT'D																																						
LOVE BOAT											38	194	201	A 17.4	38	1328	1928	709	315	877	345	478	403	313	347	512	229	314	266	172	183	275	168	264	210			
SAT. 9.00P 60 ABC CS											97	99	B 19.9	35	1518	1946	706	321	868	348	471	397	298	351	533	223	301	261	187	206	279	172	266	214				
9.00 - 9.30													A 15.7	36	1198	1946	706	321	868	348	471	397	298	351	533	223	301	261	187	206	279	172	266	214				
9.30 - 10.00													A 19.0	41	1450	1919	715	311	887	346	484	405	320	347	497	232	326	271	161	165	273	167	262	207				
LOVE, NATALIE(S)											186		A 10.7	24	816	1646	630	304	831	277^	397	367	309	344	486	150^	211^	210^	232^	231^	119^	119^	210^	144^				
2 FRI. 8.30P 30 NBC CS											94																											
MAJOR LEAGUE ALLSTAR PRE(S)											208		A 17.7	38	1351	1733	488	192	548	144^	283	268	265	231	868	322	492	402	387	327	182	61^	135^	97^				
2 TUE. 8.00P 36 ABC SC											99		A 17.2	38	1312	1742	491	193	552	147^	286	272	261	233	874	326	495	402	388	331	182^	56^	134^	95^				
8.00 - 8.30																																						
MAJOR LEAGUE ALLSTAR GAME(S)											208		A 26.8	46	2045	1774	515	191	569	181	319	308	287	204	864	325	493	449	386	312	212	84^	129	125				
2 TUE. 8.36P 167 ABC SE											99																											
8.30 - 9.00													A 22.5	44	1717	1718	490	207	549	159	299	280	272	216	869	326	498	415	380	325	163	61^	137^	99^				
9.00 - 9.30													A 25.4	45	1938	1865	532	221	595	181	332	319	313	213	877	310	494	435	416	330	239	109^	154	154				
9.30 - 10.00													A 27.7	46	2114	1866	544	178	599	191	340	337	323	209	857	305	484	443	401	317	237	112^	173	173				
10.00 - 10.30													A 28.9	46	2205	1764	510	160	568	171	314	314	297	199	845	316	480	442	377	304	214	78^	137	137				
10.30 - 11.00													A 28.7	46	2190	1745	498	200	544	188	308	285	258	195	887	356	522	484	381	300	210	76^	104^	104^				
11.00 - 11.30													A 26.5	47	2022	1657	521	196	562	189	320	303	257	203	849	345	486	466	359	300	184	57^	62^	62^				
MAN CALLED SLOANE											3	164	A 10.1	20	771	1975	709	178^	810	298^	454	486	362	223^	729	247^	422	456	387	196^	356	194^	80^	69^				
2 FRI. 10.00P 60 NBC SM											91		B 8.9	17	679	1955	717	208^	821	313^	497	504	366	211^	724	237^	405	465	395	188^	309^	143^	101^	101^				
10.00 - 10.30													A 9.8	20	748																							
10.30 - 11.00													A 10.4	21	794	1976	697	147^	794	282^	409	465	356	233^	731	255^	437	445	375	203^	394	240^	57^	39^				
M*A*S*H											39	197	192	A 19.8	37	1511	1946	752	339	817	286	483	451	382	255	699	314	458	342	274	195	238	125	192	116			
1 MON. 9.00P 30 CBS CS											99	99	B 24.4	37	1862																							
2 MON. 8.30P 30																																						
ME AND MAXX											5	185	A 10.9	25	832	1589	635	219^	713	122^	265^	324	315	389	525	126^	194^	206^	265^	282^	158^	158^	193^	150^				
2 FRI. 8.00P 30 NBC CS											95		B 9.7	22	740																							
MISS UNIVERSE PAGEANT(S)											191		A 24.1	40	1839	2058	829	225	893	298	473	432	432	325	636	226	333	253	253	264	219	120^	310	273				
2 MON. 9.00P 123 CBS AC											99																											
9.00 - 9.30													A 20.1	35	1534	2040	753	188	834	279	424	416	384	320	651	247	361	251	239	257	182	113^	373	320				
9.30 - 10.00													A 23.5	38	1793	2183	869	161	930	323	500	415	435	336	687	246	362	247	273	290	219	103^	347	303				
10.00 - 10.30													A 25.0	40	1908	2058	874	266	928	302	485	444	461	338	632	230	333	243	249	264	219	114^	279	253				
10.30 - 11.00													A 27.6	45	2106	1998	823	270	889	288	484	454	444	317	588	190	286	266	246	250	248	150	273	243				
MORK & MINDY											25	206	207	A 11.6	28	885	1936	662	313	767	359	523	428	282	213	509	190	319	256	230	162	306	182	354	228			
THU. 8.00P 30 ABC CS											99	99	B 17.5	30	1335																							
MUSIC MAN(S)											201		A 7.7	21	588	1874	799	342^	963	328^	448	442	350^	412	639	131^	270^	270^	281^	296^	145^	111^	127^	103^				
1 FRI. 8.00P 180 NBC FF											97																											
8.00 - 8.30													A 7.9	26	603	1972	785	295^	923	319^	430	401	332^	420	663	124^	237^	231^	346^	351^	152^	123^	234^	155^				
8.30 - 9.00													A 7.8	24	595	1842	749	245^	910	283^	398^	365^	339^	433	650	110^	241^	232^	324^	347^	128^	102^	154^	106^				
9.00 - 9.30													A 7.5	22	572	1834	772	359^	930	286^	435	431	337^	400^	631	94^	222^	230^	249^	326^	147^	118^	126^	126^				
9.30 - 10.00													A 7.4	20	565	1816	759	384^	975	300^	421^	403^	354^	448	572	94^	252^	254^	249^	260^	139^	113^	130^	123^				
10.00 - 10.30													A 7.7	19	588	1862	822	395^	993	347^	447	456	344^	419	659	169^	315^	312^	248^	276^	136^	95^	74^	74^				
10.30 - 11.00													A 8.1	19	618	1861	871	371^	1018	409	534	577	393	348^	642	186^	335^	340^	260^	222^	170^	118^	31^	31^				
NBC MONDAY NIGHT MOVIES											29	198	191	A 13.0	22	992	1896	806	332	925	370	561	474	392	277	575	207	344	315	249	195	169	67^	227	136			
MON. 9.00P 120 NBC FF											98	98	B 18.6	30	1419																							
CONT'D																																						

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
NEWSBREAK-SUN.		SUN.	8.58P	1	CBS	N	40	175 175	A 13.7 28 1045	B 20.8 32 1587			1708	708 248	794 233	373 280	331 386	615 142	307 287	324 263	100^ 60^	199 131											
NOBODY'S PERFECT		THU.	9.30P	30	ABC	CS	2	192 192	A 12.5 25 954	B 12.5 25 954			1585	664 337	737 274	414 385	334 224	545 201	325 294	253 171	142 91^	161 128											
ONE DAY AT A TIME(B)		1 SUN.	8.00P	30	CBS	CS		190 99	A 14.8 32 1129				1667	585 275	699 232	302 218	240 357	677 194^	364 319	353 263	108^ 42^	183^ 148^											
ONE DAY AT A TIME		SUN.	8.30P	30	CBS	CS	34	197 197	A 14.6 30 1114	B 21.0 33 1602			1720	693 237	774 230	359 269	312 380	640 153	313 297	330 276	109^ 66^	197 139											
PHYL AND MIKHY		1 MON.	8.30P	30	CBS	CS	5	187 98	A 14.7 29 1122	B 15.8 29 1206			1589	620 296	720 251	401 399	318 218	493 259	351 259	185^ 116^	205^ 102^	171^ 147^											
PRIME TIME SATURDAY		1 SAT.	10.00P	60	NBC	DN	21	200 98	A 9.5 20 725	B 11.6 21 885			1695	703 334	760 197^	353 390	449 297^	738 217^	411 432	390 272^	69^ 17^	128^ 81^											
		10.00 - 10.30							A 9.0 19 687				1699	728 360	787 196^	364 422	465 292^	726 203^	396 420	373 272^	71^ 12^	115^ 69^											
		10.30 - 11.00							A 10.1 22 771				1660	668 304^	721 193^	336 357	427 292^	736 226^	417 438	395 266^	66^ 20^	137^ 89^											
QUINCY, M.E.		2 WED.	10.00P	60	NBC	OP	8	206 98	A 15.9 31 1213	B 15.5 27 1183			1650	662 323	795 305	505 441	383 231	548 160^	282 281	285 238	265 108^	42^ 33^											
		10.00 - 10.30							A 16.0 31 1221				1691	655 332	814 325	524 431	375 232	524 144^	262 260	277 237	279 117^	74^ 54^											
		10.30 - 11.00							A 15.8 30 1206				1595	669 316	774 284	483 447	388 230	566 174^	300 296	291 238	246 96^	9^ 9^											
REAL PEOPLE							40	202 208	A 14.7 31 1122				1812	690 248	752 261	421 351	334 279	643 148	324 317	346 254	153 51^	264 172											
WED.		8.00P	60	NBC	U		98 99		B 20.8 34 1587				1808	706 241	763 260	412 352	333 297	653 141	313 317	354^ 266	138 44^	254 164											
		8.00 - 8.30							A 13.8 30 1053				1810	674 252	739 261	426 347	333 263	635 155	338 316	342 243	165 58^	271 177											
		8.30 - 9.00							A 15.6 32 1190																								
REPUBLIC. CONV. PREVIEW(S)		2 SUN.	7.00P	60	ABC	P		193 98	A 4.1 10 313				1374	611^ 100^	745^ 236^	272^ 80^	208^ 473^	515^ 41^	243^ 243^	266^ 272^	114^ 35^	LT LT											
		7.00 - 7.30							A 4.1 10 313				1364	600^ 71^	722^ 213^	284^ 71^	240^ 438^	566^ 32^	269^ 269^	316^ 297^	76^ LT	LT LT											
		7.30 - 8.00							A 4.1 9 313				1364	613^ 128^	760^ 255^	255^ 89^	176^ 505^	451^ 48^	209^ 209^	208^ 242^	153^ 70^	LT LT											
ROCKFORD FILES		2 FRI.	9.00P	60	NBC	PD	4	177 91	A 8.1 17 618	B 8.3 16 633			1822	734 375^	962 397	551 421	347^ 304^	628 142^	255^ 306^	332^ 266^	110^ 64^	122^ 94^											
		9.00 - 9.30							A 7.8 17 595				1830	708 427	984 430	576 397^	325^ 309^	606 134^	227^ 289^	318^ 271^	136^ 85^	104^ 89^											
		9.30 - 10.00							A 8.4 17 641				1794	751 328^	935 366^	522 439	359^ 298^	640 141^	274^ 318^	343^ 258^	83^ 45^	136^ 96^											
SANFORD		SAT.	9.00P	30	NBC	CS	12	205 191	A 9.2 21 702	B 12.7 25 969			1946	672 268	687 214	362 348	385 257	699 224	355 325	298 272	216 92^	344 235											
SHERIFF LOBO		TUE.	8.00P	60	NBC	A	29	188 194	A 12.8 26 977	B 16.6 27 1267			1805	684 211	740 231	384 344	325 291	675 244	365 281	280 249	170 44^	220 138											
		8.00 - 8.30							A 11.8 25 900				1759	682 208	732 217	363 332	328 301	663 241	350 267	264 257	148 39^	216 128^											
		8.30 - 9.00							A 13.9 27 1061				1826	678 211	738 239	398 352	320 280	682 245	375 294	290 241	186 48^	220 149											
60 MINUTES		SUN.	7.00P	60	CBS	DN	41	203 203	A 18.6 43 1419	B 26.3 45 2007			1650	658 285	746 192	289 274	323 383	772 200	371 363	372 325	73^ 20^	59^ 39^											
		7.00 - 7.30							A 17.4 42 1328				1633	649 286	737 198	286 270	320 374	758 201	363 355	361 320	80^ 20^	58^ 35^											
		7.30 - 8.00							A 19.9 45 1518				1650	661 281	748 183	286 275	322 390	779 197	378 367	382 328	64^ 20^	59^ 42^											
TAXI		1 TUE.	9.30P	30	ABC	CS	36	207 99	A 20.5 38 1564	B 22.0 35 1679			1840	763 309	809 340	487 436	342 226	591 313	429 333	206 146^	233 137^	207 152^											
THREE'S COMPANY		1 TUE.	9.00P	30	ABC	CS	38	204 99	A 21.8 42 1663	B 25.1 39 1915			1795	714 316	771 316	454 399	330 229	524 238	369 297	209 138^	253 166	247 170											

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2			AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
EVENING CONT'D																															
TOP TEN(S)																															
2	THU.	10.00P	60	NBC	GV		196			A 12.7	23	969	1739	548	305	652	339	501	431	237	109	593	292	459	348	224	122	265	122	229	128
		10.00 - 10.30					97			A 12.7	23	969	1783	564	335	672	333	506	433	253	125	619	293	473	369	244	137	234	113	258	114
		10.30 - 11.00								A 12.6	24	961	1696	533	273	630	350	497	429	215	92	568	293	446	328	203	105	297	129	201	144
TRAPPER JOHN, M.D.																															
1	SUN.	10.00P	60	CBS	GD	32	194			A 17.4	31	1328	1579	641	282	724	262	383	289	284	304	617	180	335	313	330	238	137	83	101	97
		10.00 - 10.30					97			B 20.2	34	1541																			
		10.30 - 11.00								A 17.3	30	1320	1605	639	284	717	256	367	268	272	318	642	173	340	327	349	254	139	94	107	102
										A 17.6	32	1343	1538	638	275	724	263	395	308	295	289	587	183	326	296	310	221	135	73	92	92
20/20																															
	THU.	10.00P	60	ABC	DN	33	198	198		A 16.1	32	1228	1755	726	334	830	267	451	418	414	293	679	231	396	362	346	221	138	62	108	89
		10.00 - 10.30					99	99		B 18.0	31	1373																			
		10.30 - 11.00								A 16.0	31	1221	1752	718	325	823	263	440	412	406	294	667	224	385	341	333	228	138	69	124	99
										A 16.1	32	1228	1764	737	347	842	272	468	425	423	293	693	238	407	383	362	217	134	53	95	79
240-ROBERT																															
	SAT.	8.00P	60	ABC	OP	6	196	201		A 11.3	28	862	2145	707	302	821	289	491	421	339	302	618	224	342	300	268	227	273	168	433	276
		8.00 - 8.30					99	99		B 10.6	26	809																			
		8.30 - 9.00								A 10.3	27	786	2140	743	288	835	285	490	430	349	317	608	223	334	286	255	227	250	163	447	293
										A 12.4	30	946	2117	669	307	800	288	485	406	328	290	618	224	340	305	271	225	287	172	412	256
UNIVERSE																															
2	SAT.	8.00P	30	CBS	DO	1	172			A 9.5	24	725	1792	823	246	823	235	401	409	382	337	706	170	367	392	342	282	47	47	216	150
							96			B 9.5	24	725																			
VEGAS																															
						32	197	200		A 19.9	37	1518	1750	719	273	833	336	518	413	338	261	601	219	368	296	236	207	210	114	106	84
WED. 10.00P 60 ABC PD 97 99																															
		10.00 - 10.30					97	99		B 19.3	33	1473	1762	732	273	840	327	516	423	346	268	594	205	355	285	239	208	212	119	116	89
		10.30 - 11.00								A 19.2	36	1465	1731	706	269	825	344	519	404	327	254	603	229	378	306	233	203	207	110	96	77
A 20.6 39 1572																															
WALTONS																															
	THU.	8.00P	60	CBS	GD	29	182	184		A 9.6	23	732	1654	763	199	899	187	318	311	333	518	573	101	220	211	258	325	82	48	100	69
		8.00 - 8.30					98	98		B 16.9	28	1289																			
		8.30 - 9.00								A 9.6	23	732	1630	753	198	892	202	328	316	312	507	564	102	233	224	271	305	69	36	105	68
										A 9.5	22	725	1684	776	198	908	172	305	307	354	532	584	99	209	200	249	347	98	61	94	69
WBC HEAVYWGHT CHAMPIONSHIP(S)																															
2	MON.	9.00P	111	ABC	SE		198			A 19.4	32	1480	1878	602	298	608	261	450	332	289	158	964	363	607	612	473	265	228	166	78	46
		9.00 - 9.30					98			A 16.2	29	1236	1951	649	326	669	287	492	367	314	177	929	320	553	581	475	281	248	184	105	56
		9.30 - 10.00								A 18.8	30	1434	1871	603	272	612	269	453	345	288	159	943	335	580	610	494	267	232	171	84	33
		10.00 - 10.30								A 22.0	35	1679	1821	559	298	559	242	417	308	258	142	962	375	625	626	457	252	228	163	72	56
		10.30 - 11.00								A 21.1	34	1610	1893	609	307	609	251	456	314	303	153	1027	418	675	632	473	265	204	141	53	37
WHEN THE WHISTLE BLOWS																															
2	SUN.	8.00P	60	ABC	CS	1	195			A 7.9	17	603	1864	699	204	789	306	500	392	315	237	733	330	524	332	274	209	203	116	139	87
		8.00 - 8.30					98			B 7.9	17	603	1880	718	185	788	277	489	396	321	256	716	314	519	333	271	197	177	96	199	146
		8.30 - 9.00								A 7.1	16	542	1842	680	216	787	330	505	387	306	221	742	345	529	332	274	213	221	131	92	38
										A 8.7	18	664																			
WHITE SHADOW																															
	TUE.	8.00P	60	CBS	GD	24	172	172		A 9.5	19	725	1928	693	376	791	363	501	443	322	205	611	278	401	353	235	162	241	143	285	208
		8.00 - 8.30					95	96		B 14.5	24	1106																			
		8.30 - 9.00								A 9.0	19	687	1955	680	364	794	370	491	410	309	229	657	291	422	377	256	184	231	135	273	207
										A 9.9	20	755	1910	713	392	793	358	512	476	338	185	574	271	385	328	214	145	247	149	296	208
WKRP IN CINCINNATI																															
	MON.	8.00P	30	CBS	CS	25	201	197		A 13.9	30	1061	1869	622	275	704	222	357	351	314	265	660	258	387	325	275	232	255	139	250	155
							99	98		B 17.5	28	1335																			

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1ST JULY 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+											
•LATE FRINGE																																					
ABC NEWS:NIGHTLINE M-TH										48	189	189	A	8.5	25	649	1578	642	202	695	231	398	368	328	232	734	268	391	339	319	278	101	38^	48^	41^		
1 MON. 11.57P										20	ABC	N	97	97	B	8.3	25	633																			
1 TU & W 11.30P										20																											
1 THU. 11.30P										22																											
2 MWTH 11.30P										20																											
2 TUE. 11.54P										21																											
ABC WEEKEND REPORT-SAT.										37	167	167	A	7.4	17	565	1773	578	282	709	301	494	409	356	199^	645	268	402	363	290	227	203^	109^	216^	168^		
SAT. 11.00P										15	ABC	N	93	92	B	8.2	17	626																			
ABC WEEKEND REPORT-SUN.										38	166	168	A	7.3	16	557	1702	602	282	717	329	491	373	299	155^	782	303	509	484	427	196^	141^	121^	62^	62^		
SUN. 11.00P										15	ABC	N	92	92	B	6.9	16	526																			
BARETTA-THU.										14	168	168	A	3.1	19	237	1135	430^	198^	435^	187^	241^	305^	231^	88^	540	266^	300^	346^	214^	161^	160^	92^	LT	LT		
1 THU. 1.00A										48	ABC	OP	93	93	B	3.4	24	259																			
2 THU. 12.59A										49																											
1.00 - 1.30													A	3.2	18	244	1324	522	279^	522	219^	268^	368^	278^	95^	590	254^	311^	410^	282^	152^	212^	126^	LT	LT		
BARETTA-WED.										14	169	167	A	3.7	24	282	1223	422^	64^	549	262^	426^	295^	234^	120^	524	282^	446	298^	217^	78^	150^	25^	LT	LT		
1 WED. 12.59A										47	ABC	OP	93	93	B	3.5	25	267																			
2 WED. 12.58A										50																											
1.00 - 1.30													A	3.9	24	298	1275	433	57^	584	255^	436	306^	282^	148^	554	285^	440	296^	235^	114^	137^	17^	LT	LT		
BARNEY MILLER-11.30										13	173	173	A	4.9	19	374	1615	773	332	773	378	615	515	340	129^	612	260^	366	333	269^	202^	184^	96^	46^	24^		
1 MON. 12.17A										35	ABC	CS	94	95	B	4.8	21	366																			
2 MON. 11.50P										36					A	5.2	20	397	1680	748	471^	748	398^	625	472^	267^	123^	618	215^	371^	431^	299^	187^	229^	133^	85^	48^
12.00 - 12.30													A	4.3	20	328	1479	790	226^	790	385^	632^	594^	405^	104^	564^	344^	390^	204^	175^	174^	125^	36^	LT	LT		
12.30 - 1.00													B	7.8	16	595	1587	666	176^	708	180^	364	316	368	309	765	315	449	334	280	281	88^	24^	26^	26^		
CBS SUNDAY NEWS-BRADLEY										38	126	126	A	8.4	18	641																					
SUN. 11.00P										15	CBS	N	74	74	B	8.4	18	641																			
CHARLIE'S ANGELS-11.30										12	178	177	A	5.0	19	382	1432	490	210^	566	227^	313^	351	279^	152^	623	288^	371	378	262^	180^	193^	106^	50^	50^		
1 THU. 11.52P										68	ABC	PD	95	95	B	5.0	21	382																			
2 THU. 11.50P										69																											
12.00 - 12.30													A	5.3	19	404	1450	501	223^	567	213^	300^	364	299^	146^	613	290^	381	349	252^	177^	185^	96^	85^	85^		
12.30 - 1.00													A	4.7	22	359	1426	462	193^	560	239^	326^	331^	263^	154^	614	274^	345	409	273^	176^	233^	142^	19^	19^		
FRIDAYS										10	184	183	A	7.5	25	572	1467	471	208^	529	286	419	311	227	95^	551	268	406	357	244	93^	324	171^	63^	63^		
FRI. 11.30P										70	ABC	GV	95	95	B	7.3	23	557																			
11.30 - 12.00													A	8.1	24	618	1550	479	215	555	275	420	325	248	121^	589	296	419	382	251	105^	349	163^	57^	57^		
12.00 - 12.30													A	7.3	25	557	1372	489	217^	545	306	451	332	232	80^	494	219^	372	317	238	79^	279	172^	54^	54^		
LATE MOVIE I										177	157	157	A	6.2	22	473	1624	693	319	765	283	510	476	399	177	602	260	359	305	259	167	189	93^	68^	53^		
1 MON. 11.30P										74	CBS	FF	90	90	B	6.4	24	488																			
TUE. 11.30P										72																											
1 W & F 11.30P										73																											
1 THU. 11.30P										65																											
2 MON. 11.33P										73																											
2 WED. 12.00M										73																											
2 THU. 11.30P										75																											
2 FRI. 11.30P										73																											
11.30 - 12.00													A	7.0	20	534	1637	741	321	787	271	504	489	431	198	598	247	347	305	274	180	153	63^	99^	72^		
12.00 - 12.30													A	6.1	23	465	1617	683	342	769	299	528	470	388	168	596	268	362	301	247	152	207	106^	45^	42^		
12.30 - 1.00													A	4.2	20	320	1234	400^	78^	400^	137^	234^	234^	144^	166^	747^	263^	407^	343^	309^	244^	87^	LT	LT	LT		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0.000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
LATE FRINGE CONT'D																																
LATE MOVIE II																																
1	MON.	12.44A	44	CBS	FF		178	157	157	A	4.6	26	351	1647	600	292	706	327	535	426	325	112	563	273	367	281	211	137	349	220	29v	23v
1	TUE.	12.42A	37							B	4.2	26	320																			
1	WED.	12.43A	37																													
1	THU.	12.45A	39																													
1	FRI.	12.43A	45																													
2	MON.	12.46A	44																													
2	TUE.	12.42A	39																													
2	WED.	1.13A	38																													
2	THU.	12.45A	35																													
2	FRI.	12.43A	40																													
		1.00 - 1.30								A	4.6	27	351	1647	609	353	749	413	604	394	292	95	510	237	331	259	196	128	362	233	26v	26v
		1.30 - 2.00								A	3.0	24	229	1908	560	92	560	187	437	437	250	123	942	353	492	508	393	196	305	187	101v	LT
LOVE BOAT-11.30																																
1	WED.	11.50P	69	ABC	CS		14	179	177	A	5.7	23	435	1503	531	131	655	294	467	364	269	144	478	221	297	206	178	147	307	172	63v	54v
2	WED.	11.50P	68							B	5.7	24	435																			
		12.00 - 12.30								A	5.8	23	443	1609	557	131	670	292	470	378	284	152	487	234	300	208	168	143	372	256	80	65v
		12.30 - 1.00								A	5.8	27	443	1397	508	126	633	296	469	346	253	130	459	211	304	216	181	136	264	101	41v	34v
MIDNIGHT SPECIAL																																
1	FRI.	1.15A	90	NBC	PC		38	193	192	A	3.6	26	275	1404	528	259	633	382	581	396	251	52	535	251	372	293	215	92	185	138	51v	LT
2	FRI.	1.00A	90							B	3.8	24	290																			
		1.00 - 1.30								A	4.6	24	351	1410	507	203	644	345	567	356	299	77	408	148	322	282	260	51	284	222	74v	LT
		1.30 - 2.00								A	3.9	26	298	1470	513	225	610	361	553	366	249	57	608	266	383	348	275	91	195	155	57v	LT
		2.00 - 2.30								A	3.0	26	229	1245	455	214	533	363	516	371	170	LT	459	236	355	240	145	78	196	131	57v	LT
NBC LATE NIGHT MOVIE																																
1	SUN.	11.30P	110	NBC	FF		37	87	86	A	2.7	11	206	369	195	LT	224	122	122	137	102	29	117	63	63	29	49	49	LT	LT	LT	LT
2	SUN.	11.30P	122							B	2.7	11	206																			
		11.30 - 12.00								A	3.1	9	237	1097	511	156	557	257	257	311	300	165	468	185	278	198	241	173	55	LT	LT	LT
		12.00 - 12.30								A	2.6	10	198	970	575	40	637	358	358	373	279	117	302	96	172	76	197	130	LT	LT	31v	LT
		12.30 - 1.00								A	2.5	12	191	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		1.00 - 1.30								A	2.6	15	198	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
POLICE WOMAN																																
1	MON.	12.52A	55	ABC	OP		9	177	177	A	3.2	18	244	1455	557	258	586	417	548	409	153	33	602	348	388	251	110	209	263	78	LT	LT
2	MON.	12.26A	55							B	3.6	21	275																			
		12.30 - 1.00								A	3.5	16	267	1536	506	191	543	363	475	303	143	68	678	270	359	359	154	319	315	232	LT	LT
		1.00 - 1.30								A	3.1	18	237	1401	509	258	548	443	548	409	105	LT	612	401	426	245	76	186	241	LT	LT	LT
SATURDAY NIGHT																																
1	SAT.	11.30P	77	NBC	GV		37	215	213	A	10.2	34	778	1613	607	320	619	327	466	408	273	75	655	363	497	403	240	123	238	115	101	61
2	SAT.	11.30P	81							B	13.0	38	992																			
		11.30 - 12.00								A	11.3	33	862	1639	626	334	642	308	455	410	306	100	682	371	495	408	242	146	217	96	98	60
		12.00 - 12.30								A	10.0	34	763	1602	610	320	621	352	487	409	261	62	649	369	505	404	230	115	230	121	102	60
		12.30 - 1.00								A	8.8	35	671	1586	537	258	565	335	441	357	195	65	558	317	420	338	211	97	386	105	77	47
SOAP-11.30																																
1	TUE.	11.50P	64	ABC	CS		9	174		A	6.0	24	458	1465	645	190	753	270	513	490	376	151	510	274	369	265	218	129	163	94	39	39
		12.00 - 12.30								B	4.2	19	320																			
		12.30 - 1.00								A	6.4	25	488	1344	560	166	671	238	433	407	338	147	476	249	347	266	227	118	164	96	33	33
										A	5.2	25	397	1554	766	272	887	327	668	650	434	126	476	289	378	260	187	98	153	88	38	38

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.												
																18-49	25-54	35-64	55+																				
LATE FRINGE CONT'D																																							
TOMORROW SHOW																																							
1	MON.	1.15A	48	NBC	CC	151	175	175	A	2.5	18	191	649	362	100^	377	121^	215^	203^	167^	142^	262^	100^	168^	178^	141^	62^	LT	LT	LT	LT								
1	TU&TH	1.15A	50						B	2.8	21	214																											
1	WED.	1.15A	46																																				
2	M & W	1.00A	47																																				
2	TUE.	1.00A	46																																				
2	THU.	1.00A	49																																				
		1.00 - 1.30							A	2.7	17	206	937	491^	117^	515^	179^	262^	214^	205^	224^	384^	171^	267^	282^	145^	102^	38^	LT	LT	LT	LT							
		1.30 - 2.00							A	2.4	18	183	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT								
TONIGHT SHOW																																							
1	M & TU	11.45P	78	NBC	GV	186	210	212	A	6.5	24	496	1405	640	271	708	309	486	392	330	188	538	207	337	311	257	140	120	54^	39^	25^								
1	W & TH	11.45P	75			99	99		B	7.3	27	557																											
1	FRI.	11.45P	76																																				
2	MTUW	11.30P	76																																				
2	WED.	11.30P	75																																				
2	THU.	11.30P	79																																				
		11.30 - 12.00							A	8.3	24	633	1469	670	305	742	335	472	357	319	226	556	206	325	286	250	184^	144^	49^	27^	17^								
		12.00 - 12.30							A	6.6	25	504	1383	623	252	694	301	488	398	331	177	542	213	346	314	247	142	117^	56^	30^	17^								
		12.30 - 1.00							A	4.7	22	359	1345	599	265^	713	309^	541	457	360	147^	563	222^	345	337	312^	95^	47^	30^	22^	22^								
TUESDAY MOVIE OF THE WEEK																																							
2	TUE.	12.15A	88	ABC	FF	4	174	95	A	3.5	20	267	891^	214^	LT	218^	120^	195^	86^	98^	23^	400^	93^	236^	236^	176^	164^	273^	247^	LT	LT								
									B	3.2	21	244																											
		12.30 - 1.00							A	3.5	18	267	918	236^	LT	236^	157^	236^	79^	79^	LT	476^	135^	236^	236^	101^	240^	206^	206^	LT	LT								
		1.00 - 1.30							A	3.2	22	244	742^	213^	LT	213^	124^	213^	89^	89^	LT	353^	66^	185^	185^	193^	168^	176^	176^	LT	LT								
WIMBLEDON TENNIS-MON.(S)																																							
1	MON.	11.30P	15	NBC	SE	209	99		A	9.6	26	732	1234	674	379	694	186^	416	473	455	165^	473	115^	347	321^	332	100^	LT	LT	67^	40^								
WIMBLEDON TENNIS-TUE.(S)																																							
1	TUE.	11.30P	15	NBC	SE	216	99		A	9.3	26	710	1654	802	379	855	326^	572	588	415	236^	648	210^	423	392	366	162^	75^	75^	76^	76^								
WIMBLEDON TENNIS-WED.(S)																																							
1	WED.	11.30P	15	NBC	SE	216	99		A	7.5	21	572	1437	647	210^	697	231^	428	394^	397^	246^	582	206^	423	375^	332^	126^	92^	28^	66^	LT								
WIMBLEDON TENNIS-THU.(S)																																							
1	THU.	11.30P	15	NBC	SE	216	98		A	8.6	23	656	1393	651	352^	691	225^	426	401	307^	212^	589	153^	419	426	363^	117^	58^	58^	55^	LT								
WIMBLEDON TENNIS-FRI.(S)																																							
1	FRI.	11.30P	15	NBC	SE	216	99		A	7.5	23	572	1542	615	257^	725	267^	376^	361^	390^	236^	627	274^	346^	437	353^	79^	84^	84^	106^	106^								
YOUR TURN: LTRS-CBS NEWS(S)																																							
2	WED.	11.30P	30	CBS	N	168	91		A	7.1	21	542	1393	728	231^	728	136^	409^	485	445	243^	566	118^	314^	352^	319^	214^	99^	99^	LT	LT								
WEEKDAY DAYTIME																																							
ABC DAYTIME NEWSBRIEF-M-F																																							
M-F		1.57P	2	ABC	N	178	174	173	A	8.3	30	633	1452	838	178	955	538	737	498	317	158	179	72^	124	86^	79^	49^	195	146	123	63^								
						93	93		B	8.9	31	679																											
ALICE M F																																							
1	MTUWF	10.30A	30	CBS	CS	23	162	160	A	6.7	32	511	1626	520	145	571	257	376	309	244	153	189	78^	122	97^	96^	51^	267	142	599	466								
2	M-F	10.30A	30						B	6.1	30	465																											
ALL MY CHILDREN																																							
M-F		1.00P	60	ABC	DD	189	192	194	A	9.1	34	694	1513	862	174	967	540	729	490	315	171	213	89	150	100	90	57^	209	164	124	60^								
						98	98		B	9.2	32	702																											
CONT'D																																							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	WOMEN			MEN								TOTAL	FEM.	TOTAL	6-11				
																18-49	25-54	35-64	55+															
WEEKDAY DAYTIME CONT'D																																		
GUIDING LIGHT					105	191	192	A	7.8	27	595	1481	776	212	924	214	422	434	462	408	259	82^	139	102	99^	118	122	95^	176	71^				
M-F 3.00P 60 CBS DD					99	99	B	8.1	26	618																								
3.00 - 3.30							A	7.7	27	588	1469	771	202	922	207	420	435	467	414	256	81^	135	103	97^	116	117	92^	174	67^					
3.30 - 4.00							A	7.9	27	603	1478	771	218	921	219	423	433	454	402	262	82^	142	103	100	120	121	98^	174	73^					
JEFFERSONS M-F					99	168	164	A	6.2	31	473	1569	519	185	562	233	355	300	249	168	188	88^	121^	93^	86^	56^	215	99^	604	442				
1 MTWTF 10.00A 30 CBS CS					89	88	B	4.7	23	359																								
2 M-F 10.00A 30																																		
LOVE BOAT DAYTIME					10	183	182	A	7.5	34	572	1685	573	178	610	352	460	342	202	122	273	126	217	163	116	41^	341	230	461	310				
M-F 11.00A 60 ABC CS					94	93	B	7.5	34	572																								
11.00 - 11.30							A	7.2	34	549	1683	584	186	609	343	461	353	211	123	274	128	222	167	116	40^	324	211	476	309					
11.30 - 12.00							A	7.7	33	588	1682	571	170	615	365	462	337	193	122	263	118	209	156	116	39^	354	248	450	311					
MAGAZINE(S)					181			A	5.2	26	397	1705	549^	302^	607	251^	438^	358^	356^	92^	356^	121^	216^	224^	172^	109^	347^	188^	395^	279^				
1 THU. 10.00A 60 CBS DN					96			A	5.4	27	412	1820	588	330^	612	257^	464^	353^	355^	97^	408^	124^	279^	253^	204^	129^	393^	206^	407^	294^				
10.00 - 10.30							A	5.1	25	389	1519	496^	263^	581^	229^	393^	352^	352^	88^	284^	114^	141^	182^	126^	84^	287^	162^	367^	255^					
10.30 - 11.00																																		
MORNING MON-FRI					190	181	181	A	2.0	17	153	1072	450	196^	483	58^	131^	176^	354^	268^	437	65^	111^	215^	300^	222^	LT	LT	138^	72^				
M-F 7.15A 45 CBS N					98	98	B	2.7	17	206																								
7.30 - 8.00							A	2.1	17	160	1075	456	181^	475	50^	126^	163^	356^	262^	420	56^	107^	213^	295^	207^	LT	LT	168^	101^					
NEWSBREAK-11.57					25	166	166	A	6.8	29	519	1611	689	169	796	256	406	340	330	310	335	69^	121	91^	128	200	171	86^	309	212				
M-F 11.57A 2 CBS N					91	91	B	6.4	28	488																								
NEWSBREAK 3.57P 2 CBS N					25	171	171	A	6.2	21	473	1493	783	227	962	250	459	454	478	378	243	63^	130	87^	104^	113^	139	112^	149	68^				
M-F 3.57P 2 CBS N					94	94	B	5.9	19	450																								
ONE DAY AT A TIME-M-F					93	123	127	A	4.7	16	359	1621	636	162^	697	265	429	356	338	218	284	78^	125^	123^	130^	140^	370	197	270	215				
1 MTWTF 4.00P 30 CBS CS					74	76	B	4.2	14	320																								
2 M-F 4.00P 30																																		
ONE LIFE TO LIVE					187	193	192	A	8.1	30	618	1464	836	213	956	496	677	484	340	205	211	88^	138	103	77^	63^	207	157	90^	49^				
M-F 2.00P 60 ABC DD					99	99	B	8.7	31	664																								
2.00 - 2.30							A	7.9	30	603	1483	837	197	958	508	683	481	328	202	214	88^	141	106	83^	63^	211	164	100	53^					
2.30 - 3.00							A	8.2	30	626	1446	839	223	957	487	674	495	353	205	201	82^	128	97	74^	61^	205	151	83^	44^					
PASSWORD PLUS					187	155	159	A	4.6	18	351	1490	735	196	797	244	395	416	353	353	362	75^	121^	161^	159^	171	145^	32^	186	114^				
M-F 12.30P 30 NBC QG					77	79	B	4.9	18	374																								
PRICE IS RIGHT 1					186	187	189	A	7.2	34	549	1554	626	136	701	238	359	307	303	271	316	81^	117	82^	110	182	213	97^	324	239				
M-F 11.00A 30 CBS AP					95	96	B	5.8	29	443																								
PRICE IS RIGHT 2					187	187	189	A	7.8	34	595	1647	673	153	769	262	405	332	313	295	370	77^	132	92^	150	222	182	91^	326	232				
M-F 11.30A 30 CBS AP					95	96	B	6.7	30	511																								
RAZZMATAZZ(S)					172			A	5.1	18	389	1308	606^	141^	686	270^	313^	259^	383^	312^	240^	93^	93^	56^	112^	147^	125^	67^	25^	183^				
1 TUE. 4.00P 30 CBS CN					95																													
RYAN'S HOPE					188	181	182	A	6.5	25	496	1556	758	123	901	537	680	430	247	157	271	133	187	109^	77^	79^	207	147	177	85^				
M-F 12.30P 30 ABC DD					96	96	B	6.8	25	519																								
SEARCH FOR TOMORROW					187	182	183	A	5.9	23	450	1444	795	164	871	202	383	416	447	388	346	76^	153	150	156	159	116^	97^	111^	67^				
M-F 12.30P 30 CBS DD					97	97	B	7.2	27	549																								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1980 REPORT

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WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG AUD %	SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME		DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11						
															WOMEN					MEN													
															18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+									
WEEKEND DAYTIME CONT'D																																	
KIDS ARE PEOPLE TOO II															1641	511^	35v	521^	389^	480^	358^	132v	41v	213^	51v	116v	116v	101v	97v	448^	348^	459^	247^
SUN. 10.30A 30 ABC CL																																	
KIDS ARE PEOPLE TOO III															1585	568	44v	594	253^	410^	328^	279^	149^	261^	70v	166^	166^	117v	95v	74v	26v	656	380^
SUN. 11.00A 30 ABC CL																																	
LAFF-A-LYMPICS															1527	316	113^	325	228^	284^	206^	97^	LT	220^	135^	200^	131^	85^	20v	173^	98^	809	406
SAT. 11.30A 30 ABC CA																																	
MEET THE PRESS															1320	598	213^	643	20v	180^	180^	296^	463^	586	49v	94v	106v	201^	443^	58v	LT	33v	33v
SUN. 12.30P 30 NBC CC																																	
MIGHTY MOUSE-HECKL-JECKL1															1685	382^	166v	423^	186v	357^	327^	214^	54v	291^	94v	148v	94v	120v	120v	161v	130v	810	554^
SAT. 8.00A 30 CBS CA																																	
MIGHTY MOUSE-HECKL-JECKL2															2004	498^	192^	537	257^	489^	431^	270^	36v	283^	175^	183^	135v	66v	78v	375^	249^	809	494^
SAT. 8.30A 30 CBS CA																																	
NBC MAJOR LEAGUE PRE GAME															1568	469^	95v	515^	268^	268^	152^	84v	211^	834	349^	431^	350^	179^	306^	157^	73v	62v	62v
2 SAT. 2.00P 22 NBC SC																																	
NBC MAJOR LEAGUE BASEBALL															1411	363	98^	409	109^	174^	151^	182^	199	820	280	466	393	340	309	123^	33v	59^	42v
1 SAT. 3.00P 180 NBC SE																																	
2 SAT. 2.22P 218																																	
2.30 - 3.00															1476	447^	169^	479	152^	210^	180^	172^	206^	831	364^	489	411^	228^	251^	141^	71v	25v	25v
3.00 - 3.30															1387	360	123^	408	111^	162^	106^	164^	228	823	262	447	331	337	332	93^	42v	63^	15v
3.30 - 4.00															1437	353	95^	398	91^	144^	138^	187^	222	866	306	477	412	347	335	90^	39v	83^	45v
4.00 - 4.30															1398	348	92^	408	123^	191	163^	191	175^	789	285	471	384	312	307	146^	47v	55^	46v
4.30 - 5.00															1465	346	96^	415	120^	194	166^	200	170^	834	306	498	427	346	301	170^	56^	46v	46v
5.00 - 5.30															1442	378	75^	409	107^	170^	157^	177^	210	853	302	496	424	365	313	129^	LT	51^	40v
5.30 - 6.00															1372	375	99^	413	87^	169	162^	198	209	784	203	422	366	385	312	103^	LT	72^	57^
NEW FAT ALBERT SHOW															1854	420	217^	547	290	362	250^	228^	141^	187^	135^	147^	95^	23v	40v	334	102^	786	387
SAT. 11.30A 30 CBS CA																																	
PLASTICMAN COMEDY-SHOW-1															1390	64v	LT	64v	49v	64v	64v	LT	LT	79v	LT	44v	79v	79v	LT	251^	74v	996	596
SAT. 9.00A 30 ABC CA																																	
PLASTICMAN COMEDY-SHOW-2															1369	52v	LT	52v	52v	52v	52v	LT	LT	130^	16v	93v	130^	114^	LT	169^	42v	1018	659
SAT. 9.30A 30 ABC CA																																	
PLASTICMAN COMEDY-SHOW-3															1553	185^	LT	228^	228^	228^	67v	LT	LT	204^	75v	179^	170^	129^	LT	156^	38v	965	563
SAT. 10.00A 30 ABC CA																																	
SCHOOLHOUSE ROCK-8.56AM															594	26v	LT	26v	26v	26v	26v	LT	LT	LT	LT	LT	LT	LT	LT	206^	88v	362^	162^
SAT. 8.56A 3 ABC CN																																	
SCHOOLHOUSE ROCK-10.26AM															1685	220^	LT	256^	256^	256^	72v	LT	LT	204^	83v	175^	174^	121^	LT	110^	39v	1115	640
SAT. 10.26A 3 ABC CN																																	
SCHOOLHOUSE ROCK-11.26AM															1616	206^	89^	221^	195^	195^	107^	26v	LT	200^	119^	162^	105^	81^	27v	266^	127^	929	513
SAT. 11.26A 3 ABC CN																																	
SCHOOLHOUSE ROCK-11.55AM															1277	560^	84v	576^	167^	361^	226^	194^	215^	361^	158v	198^	204^	172^	99v	120v	LT	220^	89v
SUN. 11.55A 4 ABC CN																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. %	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17)		CHILDREN (2-11)							
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.		
WEEKEND DAYTIME CONT'D																																		
SCOOBY AND SCRAPPY SAT.		10.30A	30	ABC	CA	27	190	192	98	98	A	5.4	26	412	1801	264	127	278	249	271	99	29	LT	165	113	153	82	52	LT	263	137	1095	590	
SCOOBY AND SCRAPPY SAT.		11.00A	30	ABC	CA	27	190	192	98	98	B	6.2	26	473	1588	220	95	228	203	203	109	25	LT	207	124	170	110	83	24	225	112	928	519	
SHAZAM SAT.		12.00N	30	CBS	CA	26	168	171	91	92	A	5.1	21	389	2044	478	115	562	290	374	219	207	155	291	158	182	137	49	84	219	23	972	414	
SKATEBIRDS SUN.		8.00A	30	CBS	CA	26	40	44	36	36	A	.6	10	46	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
SPORTSWORLD SUN.		4.00P	90	NBC	SE	25	175	182	90	93	A	4.8	16	366	1806	640	256	675	238	448	390	246	217	790	275	531	463	352	242	228	46	113	113	
4.00 - 4.30											B	6.2	18	473																				
4.30 - 5.00											A	5.2	18	397	1670	631	326	666	238	467	431	268	185	743	247	492	463	357	224	235	26	26	26	
5.00 - 5.30											A	4.6	16	351	1749	564	230	621	189	402	350	230	219	749	236	490	445	341	245	254	62	125	125	
STORY BRITISH OPEN(S) 2 SUN.		3.00P	60	ABC	SC		173				A	2.1	7	160	1288	387	LT	387	LT	LT	LT	87	387	801	195	276	245	81	525	100	100	LT	LT	
3.00 - 3.30											A	2.3	8	175	1291	383	LT	383	LT	LT	LT	68	383	725	119	217	217	98	508	183	183	LT	LT	
3.30 - 4.00											A	2.0	7	153	1203	372	LT	372	LT	LT	LT	104	372	831	262	314	255	52	517	LT	LT	LT	LT	
SUNDAY MORNING SUN.		9.00A	90	CBS	N	40	105	106	76	76	A	2.8	20	214	1486	654	308	654	159	225	341	364	284	612	182	252	234	295	266	84	LT	136	71	
											B	3.0	16	229																				
9.00 - 9.30											A	2.6	23	198	1470	595	262	595	100	181	303	364	267	414	80	166	151	227	228	138	36	323	136	
9.30 - 10.00											A	2.9	20	221	1615	705	366	705	200	263	397	392	271	724	208	281	298	375	290	82	LT	104	77	
10.00 - 10.30											A	2.8	18	214	1421	705	298	705	191	252	356	361	322	697	257	314	251	276	281	LT	LT	LT	LT	
TARZAN AND SUPER SEVEN 1 SAT.		12.30P	30	CBS	CA	38	162	170	91	92	A	5.7	23	435	1703	316	90	419	163	199	156	150	171	250	127	180	148	53	70	263	45	771	396	
											B	6.1	23	465																				
TARZAN AND SUPER SEVEN 2 SAT.		1.00P	30	CBS	CA	38	162	170	91	92	A	5.9	25	450	1618	271	65	351	124	145	137	156	162	184	117	162	138	45	22	253	46	830	503	
											B	6.6	24	504																				
30 MINUTES SAT.		1.30P	30	CBS	DN	37	160	166	91	92	A	4.1	17	313	1978	551	169	670	380	467	275	263	156	389	293	354	311	71	35	203	54	716	403	
											B	4.5	16	343																				
TIME OUT 9:45AM 2 SAT.		9.45A	2	NBC	CN	28	197		98		A	5.7	33	435	1299	189	69	377	177	306	189	129	71	218	66	218	218	152	LT	LT	LT	704	485	
											B	6.2	26	473																				
TIME OUT-10:58AM 2 SAT.		10.58A	2	NBC	CN	39	203		98		A	4.1	21	313	1719	154	51	514	306	429	123	160	85	392	265	265	55	127	127	71	LT	742	541	
											B	5.5	22	420																				
TIME OUT-11:58AM 2 SAT.		11.58A	2	NBC	CN	39	187		93		A	3.5	17	267	1835	292	LT	505	336	426	213	169	79	435	338	435	165	97	LT	LT	LT	895	719	
											B	4.9	20	374																				
U.S. WOMENS OPEN GOLF -SAT(S) 2 SAT.		4.00P	60	ABC	SE		192		95		A	2.8	10	214	2206	908	570	997	221	748	615	615	249	828	239	380	285	342	393	245	106	136	LT	
4.00 - 4.30											A	2.6	9	198	2000	717	439	788	192	556	450	448	232	742	212	348	218	302	394	272	156	198	42	
4.30 - 5.00											A	2.9	10	221	2425	1096	697	1200	245	938	783	783	262	909	257	402	344	380	403	234	66	82	LT	
U.S. WOMENS OPEN GOLF -SUN(S) 2 SUN.		4.00P	120	ABC	SE		199		96		A	3.6	12	275	1225	476	26	494	32	116	116	131	378	648	106	154	102	120	494	83	LT	LT	LT	
4.00 - 4.30											A	2.9	10	221	1140	385	32	385	LT	LT	LT	81	385	755	149	248	177	230	507	LT	LT	LT	LT	
4.30 - 5.00											A	3.6	12	275	993	353	22	375	21	43	43	81	332	498	6	62	62	LT	94	436	120	LT	LT	LT
CONT'D																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)		CHILDREN (2-11)	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JUNE 30, 1980

A-2

TIME

7:00

7:15

7:30

7:45

8:00

8:15

8:30

8:45

9:00

9:15

9:30

9:45

10:00

10:15

10:30

10:45

TOTAL AUDIENCE

(Households (000) & %)

ABC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

8,320

10.9

21,140

27.7

CAMP GRIZZLY

(OP)

ABC MONDAY NIGHT BASEBALL

NEW YORK YANKEES VS BOSTON & PHILADELPHIA VS MONTREAL

(8:30-11:12PM)(SUS)(OP)(-OP)

6,870

9.0

11,060

14.5

11.3*

13.9*

15.3*

15.1*

16.2*

27

23 *

26 *

28 *

28 *

29 *

19

20.6

12.0

13.6

14.3

15.1

15.5

15.6

14.6

15.8

16.6

8.9

9.2

TOTAL AUDIENCE

(Households (000) & %)

CBS TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

12,670

16.6

12,740

16.7

18,620

24.4

16,100

21.1

18,010

23.6

WKRP IN CINCINNATI

(R)

PHYL AND MIKHY

(OP)

M*A*S*H

(R)

HOUSE CALLS

(R)

LOU GRANT

(R)

10,910

14.3

11,220

14.7

16,710

21.9

14,800

19.4

14,730

19.3

19.0*

19.6*

31

40

35

35

34 *

36 *

14.1

14.5

14.2

15.2

20.8

22.9

19.5

19.2

18.4

19.6

19.6

19.5

TOTAL AUDIENCE

(Households (000) & %)

NBC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

14,340

18.8

16,400

21.5

LITTLE HOUSE-PRAIRIE

(R)(OP)

NBC MONDAY NIGHT MOVIES

A WOMAN CALLED MOSES, PART I

(R)

10,380

13.6

12.3*

14.9*

9,920

13.0

11.0*

13.2*

14.1*

13.7*

28

30 *

24 *

24 *

25 *

25 *

11.5

13.1

14.7

15.1

11.0

11.1

13.0

13.3

14.5

13.7

13.6

13.8

TOTAL AUDIENCE

(Households (000) & %)

ABC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

9,920

13.0

9,770

12.8

22,430

29.4

GHOST OF A CHANCE

(OP)

BETWEEN THE LINES

WBC HEAVYWGHT CHAMPIONSHIP

(9:00-10:51PM)(SUS)(OP)

8,390

11.0

8,320

10.9

14,800

19.4

16.2*

18.8*

22.0*

21.1*

23

21

32

30 *

35 *

34 *

10.4

11.7

10.4

11.3

15.5

16.9

18.2

19.3

21.3

22.7

22.0

18.9

TOTAL AUDIENCE

(Households (000) & %)

CBS TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

11,670

15.3

15,720

20.6

27,010

35.4

WKRP IN CINCINNATI

(R)

M*A*S*H

(R)(OP)

MISS UNIVERSE PAGEANT

(9:00-11:03PM)(-OP)

10,220

13.4

13,510

17.7

18,390

24.1

20.1*

23.5*

25.0*

27.6*

28

35

40

38 *

40 *

45 *

13.0

13.8

16.5

18.9

19.1

21.1

22.8

24.3

24.6

25.4

26.8

28.4

TOTAL AUDIENCE

(Households (000) & %)

NBC TV

AVERAGE AUDIENCE

(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

15,340

20.1

17,930

23.5

LITTLE HOUSE PRAIRIE

(R)(OP)

NBC MONDAY NIGHT MOVIES

LOVING YOU

(R)

10,530

13.8

12.9*

14.7*

9,920

13.0

13.3*

13.7*

12.4*

12.4*

28

27 *

29 *

22 *

20 *

20 *

12.4

13.4

14.3

15.2

13.4

13.3

13.5

13.8

12.9

11.9

11.8

13.0

TV HOUSEHOLDS USING TV

WK 1

44.4

44.5

44.5

45.6

45.6

47.5

49.4

51.7

54.0

56.2

56.1

56.1

55.5

55.2

54.8

54.9

(See Def. 1)

WK 2

45.6

46.4

45.7

46.6

46.3

48.2

49.4

53.3

55.6

58.0

60.8

62.6

63.0

62.4

61.6

60.2

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. JULY 1, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,670 16.6		12,820 16.8		18,620 24.4		17,470 22.9		19,910 26.1			
							HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)				HART TO HART (R)	
	AVERAGE AUDIENCE (Households (000) & %)						10,830 14.2		11,450 15.0		16,630 21.8		15,640 20.5		16,100 21.1	21.4*		20.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 13.7	14.6	31 14.2	15.8	42 21.0	22.5	38 20.4	20.6	38 21.0	38* 21.8	20.9	38* 20.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,930 11.7				14,800 19.4							
									WHITE SHADOW (R)(OP)						CBS TUESDAY NIGHT MOVIES BOUND FOR GLORY			
	AVERAGE AUDIENCE (Households (000) & %)						6,640 8.7	8.1*		9.2*	8,160 10.7	9.6*		10.6*		11.5*		11.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 7.9	18* 8.3		19* 9.1	20 9.6	19* 9.6		20* 10.4	10.7	21* 11.7	21.4 11.4	20* 10.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,050 17.1				14,340 18.8							
									SHERIFF LOBO (R)(OP)						NBC TUESDAY NIGHT MOVIE A WOMAN CALLED MOSES, PART II (R)			
	AVERAGE AUDIENCE (Households (000) & %)						10,220 13.4	12.5*		14.3*	8,930 11.7	10.2*		11.8*		12.2*		12.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						29 16,630 21.8	28* 21.8		30* 31,130 40.8	22 9.8	20* 10.6		22* 11.4	12.3	22* 12.2	23* 12.1	23* 12.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,510 17.7		20,450 26.8									
									MAJOR LEAGUE ALLSTAR PRE (8:00-8:36PM) (OP)(OP)						MAJOR LEAGUE ALLSTAR GAME NATIONAL LEAGUE VS AMERICAN LEAGUE (8:36-11:23PM)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)						13,510 17.7	17.2*	26.8	22.5*		25.4*		27.7*		28.9*		28.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						38 16.0	38* 18.5	46 21.5	44* 23.1		45* 25.1		46* 27.2	46* 28.2	46* 28.8	46* 29.0	46* 28.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,060 15.8				15,790 20.7							
									WHITE SHADOW (R)(OP)						CBS TUESDAY NIGHT MOVIES A SPECIAL KIND OF LOVE (9:00-10:54PM)(R)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)						7,780 10.2	9.9*		10.6*	9,690 12.7	10.9*		12.4*		13.6*		14.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 9.6	20* 10.1		20* 10.3	21 10.3	19* 11.4		20* 12.1	20* 12.6	22* 13.3	22* 13.8	23* 14.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,120 17.2				19,300 25.3							
									SHERIFF LOBO (R)(OP)						NBC TUESDAY NIGHT MOVIE BATTERED (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,310 12.2	11.0*		13.4*	12,510 16.4	14.6*		15.4*		17.3*		18.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 10.7	22* 11.3		25* 13.1	27 14.2	25* 14.9		25* 15.1	25* 15.7	27* 17.0	27* 17.7	30* 18.2
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	43.1	42.6	42.1	43.2	43.9	45.7	46.9	48.8	50.5	52.3	53.8	54.6	55.3	56.2	55.8
			WK. 2	48.2	48.5	46.5	47.5	48.1	50.0	52.3	54.7	56.6	58.8	60.5	62.0	63.4	62.8	61.4

U.S. TV Households: 76,300,000

For explanation of symbols, See page A

EVE.TUE. JULY 8, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. JULY 2, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,440 16.3				18,770 24.6				19,610 25.7			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,000 11.8	10.7*		13.0*	12,510 16.4	14.1*		18.6*	15,790 20.7	20.4*		21.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 9.9	24* 11.4		27* 12.6	31 13.3	28* 14.4	17.5	34* 19.7	38 20.1	37* 20.8	20.9	39* 21.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,830 14.2				19,990 26.2							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,780 10.2	9.9*		10.6*	13,050 17.1	12.0*		16.9*		19.3*		20.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 9.7	22* 10.2		22* 10.3	32 11.9	24* 12.2	16.1	31* 17.8		35* 19.0	20.1	37* 19.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,730 19.3				12,510 16.4			10,530 13.8				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						11,220 14.7	13.8*		15.6*	10,760 14.1			4,500 5.9		5.6*		5.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 13.1	31* 14.5		33* 15.4	28 13.7	14.4	7.8	11 5.8	12* 6.0	10* 5.3	10* 5.2	10* 5.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,220 13.4	12.6*		14.1*	11,370 14.9	13.9*		15.9*	14,500 19.0	18.0*		20.1*
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						28 12.3	27* 12.9		29* 13.9	29 14.4	28* 14.2	15.5	30* 16.4	36 17.1	34* 18.8	39* 19.9	39* 20.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,430 17.6								10,990 14.4			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,630 10.0	9.6*		9.2*		10.4*		10.9*	7,550 9.9	9.9*		10.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 9.7	21* 9.5		19* 9.2	21* 10.4	21* 10.4	11.0	21* 10.7	19 10.0	19* 9.7	19* 10.2	19* 9.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,180 19.9				13,890 18.2			12,890 16.9				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						11,140 14.6	13.8*		15.5*	12,130 15.9			11,670 15.3		16.0*		15.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 13.3	30* 14.2		32* 15.4	31 15.4	29 16.4	15.9	29 14.7	31 16.3	31* 15.6	30* 15.7	30* 15.9
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	44.4	45.1	44.7	44.8	44.0	46.2	47.5	48.3	49.4	51.9	53.9	55.6	55.4	55.0	53.8
U.S. TV Households			WK. 2	42.6	43.7	44.2	46.0	46.1	46.6	47.7	48.9	49.6	51.3	52.4	53.3	52.4	52.0	53.5

For explanation of symbols, See page A

EVE.WED. JULY 9, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.THU. JULY 3, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						9,610 12.6		10,300 13.5		11,750 15.4		10,380 13.6		16,790 22.0		20/20	
	ABC TV						MORK & MINDY (R)		BENSON (R)		BARNEY MILLER (R)		NOBODY'S PERFECT (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						8,240 10.8		9,230 12.1		9,920 13.0		9,000 11.8		12,890 16.9	16.4*	17.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 10.4	11.3	30 11.7	12.5	30 12.5	13.6	26 11.6	12.1	35 15.5	34* 17.2	36* 17.6	17.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,000 13.1				13,120 17.2				13,120 17.2			
	CBS TV								WALTONS (R)(OP)				BARNABY JONES (R)				KNOTS LANDING (R)	
	AVERAGE AUDIENCE (Households (000) & %)						7,020 9.2	9.3*		9.1*	9,310 12.2	11.0*		13.4*	9,770 12.8	12.4*	13.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 9.3	24* 9.3	22* 8.9	22* 9.2	28 10.4	26* 11.6	29* 13.0	29* 13.9	27 12.0	26* 12.9	27* 13.0	27* 13.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,530 13.8				13,510 17.7							
	NBC TV										BUCK ROGERS-25TH CENTURY (R)(OP)				NBC THURSDAY NIGHT MOVIES PEEPER			
	AVERAGE AUDIENCE (Households (000) & %)						7,400 9.7	9.2*		10.1*	6,790 8.9	8.4*		8.6*		9.1*	9.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 10.990	24* 14.4	25* 11,140	25* 14.6	19 12,590	20* 16.5		19* 11,060	19* 14.5	19* 16,180	19* 21.2	19* 20/20
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,610 12.6				12,440 16.3				14,570 19.1			
	CBS TV								WALTONS (R)(OP)				BARNABY JONES (R)				KNOTS LANDING (R)	
	AVERAGE AUDIENCE (Households (000) & %)						7,550 9.9	9.8*		9.9*	9,610 12.6	11.8*		13.4*	10,680 14.0	13.0*	15.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 9.6	22* 10.0	21* 10.1	21* 9.8	24 10.9	24* 12.6	25* 13.3	25* 13.5	26 12.2	24* 13.7	28* 15.2	28* 15.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,000 13.1				10,530 13.8				14,420 18.9			
	NBC TV										BUCK ROGERS-25TH CENTURY (R)(OP)				EDDIE RABBITT SPECIAL		TOP TEN	
	AVERAGE AUDIENCE (Households (000) & %)						6,790 8.9	8.3*		9.5*	7,630 10.0	9.2*		10.7*	9,690 12.7	12.7*	12.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 8.1	19* 8.5	20* 9.7	20* 9.3	19 9.3	18* 9.2	20* 10.5	20* 10.9	23 12.6	23* 12.8	24* 12.8	24* 12.5
TV HOUSEHOLDS USING TV		WK. 1	39.5	39.8	38.8	39.1	38.4	39.3	40.1	40.9	41.6	44.0	45.1	46.6	47.3	48.0	48.4	48.5
(See Def. 1)		WK. 2	44.6	45.4	43.7	44.2	43.5	44.8	45.9	47.0	48.7	51.6	52.6	54.3	55.0	55.3	53.9	52.5

U.S. TV Households: 76,300,000

For explanation of symbols, See page A

EVE.THU. JULY 10, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JULY 4, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,190 18.6											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,640 8.7	7.4*		7.7*		8.1*		8.8*		9.6*		10.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 7.4	24*	7.5	24*	7.9	24*	8.6	23*	9.3	24*	10.9	26*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,240 10.8				11,220 14.7				13,580 17.8			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,030 7.9	7.4*		8.4*	11.3	10.5*		12.1*	13.6	13.0*		14.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 7.1	24*	8.2	26*	32	31*	11.7	32*	33	32*	14.2	34*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,510 17.7											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						5,880 7.7	7.9*		7.8*		7.5*		7.4*		7.7*		8.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 7.9	26*	7.7	24*	7.8	22*	7.3	20*	7.9	19*	7.7	19*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						6,790 8.9											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						4,270 5.6	5.8*		5.4*	8,160 10.7	9.3*		10.7*		11.6*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						13 6.2	13*	5.4	12*	22 8.8	20*	10.6	21*	10.8	23*	11.8	10.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,180 19.9				16,860 22.1				15,110 19.8			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,760 14.1	13.3*		14.9*	13,510 17.7	16.7*		18.7*	11,670 15.3	14.7*		15.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 12.6	31*	14.8	34*	36 16.1	36*	18.6	37*	31 14.4	29*	15.5	33*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,070 13.2		9,380 12.3		8,770 11.5				10,150 13.3			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						8,320 10.9		8,160 10.7		6,180 8.1	7.8*		8.4*	7,710 10.1	9.8*		10.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 10.8	24	24	24	17 7.6	17*	8.1	17*	20 9.7	20*	10.2	21*
TV HOUSEHOLDS USING TV			WK. 1	29.2	29.3	29.4	30.4	30.2	31.2	31.9	32.9	33.6	34.7	36.3	38.7	39.5	41.2	41.7
(See Def. 1)			WK. 2	41.2	41.7	42.0	42.6	42.5	43.8	43.8	44.8	45.4	48.3	50.2	51.1	50.2	49.7	49.3
U.S. TV Households				76,300,000														

For explanation of symbols, See page A.

EVE. FRI. JULY 11, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SAT. JULY 5, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,280 16.1				18,390 24.1				18,620 24.4			
		AVERAGE AUDIENCE (Households (000) & %)					8,320 10.9	10.1*		11.8*	13,890 18.2	16.1*		20.3*	14,800 19.4	19.0*		19.8*
		SHARE OF AUDIENCE (Households (000) & %)					27	26*		28*	40	36*		43*	41	40*		43*
		AVG. AUD. BY 1/4 HR.					9.9	10.3	11.2	12.4	15.1	17.1	19.7	20.8	18.8	19.2	20.0	19.6
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,460 12.4						10,680 14.0					
		AVERAGE AUDIENCE (Households (000) & %)					5,040 6.6	7.0*		6.4*		6.6*	6,100 8.0	6.8*		8.5*		8.8*
		SHARE OF AUDIENCE (Households (000) & %)					16	18*		15*		15*	17	14*		18*		19*
		AVG. AUD. BY 1/4 HR.					7.1	6.9	6.3	6.5	6.8	6.4	6.7	6.9	8.5	8.5	8.3	9.4
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					12,740 16.7				9,160 12.0		7,320 9.6		10,990 14.4			
		AVERAGE AUDIENCE (Households (000) & %)					9,000 11.8	10.8*		12.8*	7,780 10.2		6,260 8.2		7,250 9.5	9.0*		10.1*
		SHARE OF AUDIENCE (Households (000) & %)					29	28*		30*	23		17		20	19*		22*
		AVG. AUD. BY 1/4 HR.					12.590 16.5			12.9	10.2	10.2	8.4	8.1	8.9	9.1	9.7	10.4
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)																
		AVERAGE AUDIENCE (Households (000) & %)					8,930 11.7	10.5*		12.9*	12,590 16.5	15.3*		17.7*	12,590 16.5	16.6*		16.5*
		SHARE OF AUDIENCE (Households (000) & %)					29	27*		31*	37	35*		38*	37	36*		37*
		AVG. AUD. BY 1/4 HR.					10.0	11.0	12.7	13.1	14.9	15.6	17.1	18.3	16.8	16.3	16.3	16.8
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					8,700 11.4		6,030 7.9		15,640 20.5							
		AVERAGE AUDIENCE (Households (000) & %)					7,250 9.5		5,110 6.7		9,000 11.8	9.8*		11.5*		12.4*		13.6*
		SHARE OF AUDIENCE (Households (000) & %)					24		16		26	22*		25*		27*		31*
		AVG. AUD. BY 1/4 HR.					9.9	9.0	6.4	7.0	9.7	9.9	11.6	11.4	12.1	12.7	13.6	13.6
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					10,150 13.3				7,630 10.0		6,330 8.3		7,480 9.8			
		AVERAGE AUDIENCE (Households (000) & %)					7,250 9.5	8.9*		10.0*	6,260 8.2		5,570 7.3		4,960 6.5	7.1*		5.8*
		SHARE OF AUDIENCE (Households (000) & %)					24	23*		24*	19		16		14	15*		13*
		AVG. AUD. BY 1/4 HR.					8.5	9.4	9.9	10.2	8.0	8.4	7.4	7.2	7.2	6.9	6.0	5.7
TV HOUSEHOLDS USING TV			WK. 1	36.3	36.4	37.8	38.8	38.0	39.2	41.3	42.7	43.4	44.9	46.4	47.6	47.7	47.0	46.5
(See Def. 1)			WK. 2	38.7	38.9	39.0	39.5	38.7	39.1	40.9	42.0	43.5	44.5	45.9	47.2	46.4	45.3	44.5

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.SAT. JULY 12, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. JULY 6, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES																	
		TIME															
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	9,000 11.8				21,590 28.3											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	6,410 8.4	7.8*			12,590 16.5	12.5*		14.6*		15.6*		17.6*		19.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 7.5	19* 8.1	9.0	9.1	11.8	13.1	14.4	14.7		15.2	16.0	17.3	17.8	19.7	20.2	21.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	18,160 23.8				13,120 17.2		12,740 16.7		15,570 20.4		15,570 20.4		18,160 23.8			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	14,270 18.7	17.8*			11,290 14.8	14.7		11,220 14.7		13,580 17.8		14,340 18.8		13,280 17.4	17.3*	17.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	43 16.7	44* 18.9	19.4	19.8	32 15.1	30 14.5	30 14.0	33 15.3		33 16.9	33 18.7	33 18.4	33 19.3	31 17.6	30* 17.0	32* 16.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	10,150 13.3				16,860 22.1											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	7,250 9.5	8.8*			8,930 11.7	8.6*		9.7*		11.6*		12.6*		13.9*		14.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	22 7.2	22* 8.2	10.2	10.2	22 8.4	18* 8.8	20* 9.3	20* 10.1		11.6	11.7	12.4	12.7	13.9	13.9	13.8
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	3,130 4.1				6,030 7.9		13,050 17.1		14,730 19.3		14,730 19.3		8,620 11.3			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,130 4.1	4.1*			6,030 7.9	7.1*		8.7*		13,050 17.1	14.9*	16.5*		17.5*		19.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	10 4.2	10* 4.1	3.8	4.3	17 6.8	16* 7.4	18* 7.9	18* 9.5		32 14.4	29* 15.3	30* 16.5	30* 16.5	31* 17.4	31* 17.6	36* 19.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	18,620 24.4				12,740 16.7		12,210 16.0		13,890 18.2		14,730 19.3		14,730 19.3		8,620 11.3	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	14,120 18.5	16.9*			11,600 15.2	14.4		10,990 14.4		12,280 16.1		13,200 17.3		12,820 16.8		6,790 8.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	43 16.2	41* 17.6	19.6	20.6	34 15.7	31 14.8	31 14.4	31 14.5		32 15.2	29* 17.0	31 16.8	30 17.9	30 16.6	17 17.1	17 9.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	12,060 15.8				14,040 18.4		21,060 27.6									
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	7,940 10.4	10.2*			11,140 14.6	13.7*		15.5*		12,130 15.9	13.0*	15.2*		16.5*		19.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 10.3	25* 10.2	10.3	11.0	32 13.4	30* 14.1	33* 15.4	33* 15.5		29 12.7	25* 13.4	27* 15.2	27* 15.2	29* 16.3	29* 16.7	37* 19.6
TV HOUSEHOLDS USING TV (See Def. 1)																	
WK. 1		39.8	41.9	44.4	45.9	46.0	47.2	48.0	49.9	53.1	55.6	57.4	58.2	57.4	56.2	55.3	53.0
WK. 2		41.2	41.9	43.3	45.3	45.2	45.5	46.3	47.9	49.8	52.3	54.8	56.2	56.1	56.5	54.6	52.4

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.SUN. JULY 13, 1980

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

SUN. 11:00 P.M. - 12:45 A.M.										MON.-FRI. 11:30 P.M. - 1:45 A.M.									
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,260 6.9									{ 7,550 9.9								
	ABC TV	ABC WEEKEND REPORT-SUN.									ABC NEWS: NIGHTLINE M-TH (M-TH)>(OP)(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,110 6.7									{ 6,710 8.8								
	SHARE OF AUDIENCE %	14									26								
1	AVG. AUD. BY 1/4 HR. %	6.7									9.8 8.4								
	TOTAL AUDIENCE (Households (000) & %)	{ 7,170 9.4									{ 7,860 10.3								
	CBS TV	CBS SUNDAY NEWS-BRADLEY									LATE MOVIE I >(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 8.9									{ 5,040 6.6								
1	SHARE OF AUDIENCE %	18									7.2* 6.4* 4.8								
	AVG. AUD. BY 1/4 HR. %	8.9									21* 24* 26								
	TOTAL AUDIENCE (Households (000) & %)	{ 3,890 5.1									{ 8,390 11.0								
	NBC TV	NBC LATE NIGHT MOVIE (11:30-1:20AM)(-OP)									TONIGHT SHOW >(-OP)								
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{ 1,830 2.4									{ 4,430 5.8								
	SHARE OF AUDIENCE %	9									23								
	ABC TV	ABC WEEKEND REPORT-SUN.									ABC NEWS: NIGHTLINE M-TH (M-TH)>(S)(OP) (-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,950 7.8									{ 6,180 8.1								
2	SHARE OF AUDIENCE %	17									24								
	AVG. AUD. BY 1/4 HR. %	7.8									8.6 7.7								
	TOTAL AUDIENCE (Households (000) & %)	{ 5,420 7.1									{ 7,250 9.5								
	CBS TV	CBS SUNDAY NEWS-BRADLEY									LATE MOVIE I >(S)(OP)(-OP)								
2	AVERAGE AUDIENCE (Households (000) & %)	{ 5,040 6.6									{ 4,430 5.8								
	SHARE OF AUDIENCE %	14									20								
	AVG. AUD. BY 1/4 HR. %	6.6									7.0								
	TOTAL AUDIENCE (Households (000) & %)	{ 4,200 5.5									{ 10,220 13.4								
2	NBC TV	NBC LATE NIGHT MOVIE (11:30-1:32AM)(-OP)									TONIGHT SHOW >								
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,290 3.0									{ 5,490 7.2								
	SHARE OF AUDIENCE %	13									24								
	AVG. AUD. BY 1/4 HR. %	3.3									8.8 7.8 7.4 6.4 5.5 5.1								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.1	44.0	35.1	31.4	27.6	25.4	22.0	35.9	31.9	27.9	25.3	22.3	19.7	17.7	16.0	14.2	
		WK. 2	48.1	43.5	34.8	29.8	25.7	23.8	21.2	37.2	33.2	28.8	25.8	22.8	20.2	17.7	15.5	13.3	

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 30-JULY 4, 1980

		NATIONAL Nielsen TV AUDIENCE ESTIMATES																		
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,360 4.4						4,650 6.1											
		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)						GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												
		2,670 3.5						3,890 5.1												
		29 3.4 3.7						29 4.9 5.2												
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	2,520 3.3						2,900 3.8						6,030 7.9		6,100 8.0			
		MORNING MON-FRI (CO-OP) (PARTICIPATING)						CAPTAIN KANGAROO						JEFFERSONS M-F (MTUWF)(S)(OP)		ALICE-M-F (MTUWF)(S)(OP)				
		1,680 2.2						1,530 2.0						4,960 6.5		5,340 7.0				
		19 2.1 2.2						12 1.2 1.6						32 6.1 7.0		33 6.6 7.2				
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)	3,590 4.7						4,350 5.7						2,440 3.2		2,140 2.8			
		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)						TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						DAVID LETTERMAN- 1		DAVID LETTERMAN- 2 (SUS)(OP)				
		2,900 3.8						3,590 4.7						1,910 2.5		1,750 2.3				
		31 3.6 4.0						27 4.8 4.6						12 2.6 2.3		11 2.3 2.1				
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,890 5.1						4,810 6.3											
		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)						GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												
		3,200 4.2						3,970 5.2												
		34 3.9 4.4						30 5.2 5.1												
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)	2,140 2.8						3,050 4.0						5,570 7.3		5,800 7.6			
		MORNING MON FRI (CO-OP) (PARTICIPATING)						CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE-M-F				
		1,450 1.9						1,750 2.3						4,500 5.9		4,960 6.5				
		16 1.8 2.0						14 1.6 1.9						31 5.4 6.5		32 6.2 6.9				
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)	3,360 4.4						4,200 5.5						1,980 2.6		1,980 2.6			
		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)						TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						DAVID LETTERMAN- 1		DAVID LETTERMAN- 2 (SUS)(OP)				
		2,670 3.5						3,280 4.3						1,680 2.2		1,530 2.0				
		28 3.3 3.6						24 4.5 4.1						12 2.3 2.0		10 2.1 2.0				
TV HOUSEHOLDS USING TV			WK. 1	5.6	7.6	9.1	10.5	12.5	13.9	15.4	16.8	17.8	18.8	19.5	20.4	20.2	20.7	20.9	21.2	
(See Def. 1)			WK. 2	6.6	8.5	9.8	11.1	12.3	13.7	15.0	15.9	16.5	17.8	18.5	19.1	19.0	20.2	20.9	21.5	

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 7-11, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 30-JULY 4, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	8,240 10.8				6,790 8.9		6,030 7.9		8,930 11.7			8,010 10.5				
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	5,720 7.5				5,720 7.5		4,960 6.5		6,710 8.8			5,880 7.7				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	34 7.2				30 7.2		26 6.5		33 8.1			29 7.8				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,640 8.7				7,020 9.2		5,110 6.7		7,630 10.0			6,710 8.8				
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS			AS THE WORLD TURNS				
	AVERAGE AUDIENCE (Households (000) & %)	5,650 7.4				6,030 7.9		4,430 5.8		5,720 7.5			5,260 6.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	34 7.1				34 7.9		23 5.7		29 7.1			26 6.9				
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	2,290 3.0				3,130 4.1		2,370 3.1		3,970 5.2			4,040 5.3				
	NBC TV	DAVID LETTERMAN 3 (SUS)(OP)				WHEEL OF FORTUNE		CARD SHARKS		PASSWORD PLUS			DOCTORS				
	AVERAGE AUDIENCE (Households (000) & %)	1,830 2.4				2,520 3.3		1,980 2.6		3,360 4.4			3,660 4.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	11 2.4				14 3.1		10 2.5		17 4.2			19 4.7				
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	7,780 10.2				6,180 8.1		6,100 8.0		9,230 12.1			8,470 11.1				
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)	5,650 7.4				5,190 6.8		4,960 6.5		7,170 9.4			6,410 8.4				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	34 6.6				33 7.1		27 6.7		34 8.5			31 8.1				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	6,560 8.6				6,940 9.1		5,420 7.1		8,240 10.8			7,480 9.8				
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS			AS THE WORLD TURNS				
	AVERAGE AUDIENCE (Households (000) & %)	5,420 7.1				5,880 7.7		4,580 6.0		6,030 7.9			5,800 7.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	34 6.8				34 7.7		23 5.8		30 7.3			28 7.4				
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	2,370 3.1				3,280 4.3		2,520 3.3		4,500 5.9			4,350 5.7				
	NBC TV	DAVID LETTERMAN- 3 (SUS)(OP)				WHEEL OF FORTUNE		CARD SHARKS		PASSWORD PLUS			DOCTORS				
	AVERAGE AUDIENCE (Households (000) & %)	1,910 2.5				2,590 3.4		2,060 2.7		3,660 4.8			3,740 4.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	12 2.5				15 3.1		11 2.5		18 4.6			18 5.0				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	21.2	22.2	22.6	23.5	24.7	25.8	25.3	25.8	25.9	26.6	26.6	27.0	25.6	26.2	26.5
		WK. 2	20.9	21.3	22.2	23.6	25.1	26.4	26.1	27.0	27.0	27.3	27.1	27.6	26.6	27.3	28.5

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 7-11, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 30-JULY 4, 1980

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		8,770 11.5		4,040 5.3								8,700 11.4		ABC WORLD NEWS TONIGHT	
	ABC TV		{		6,870 9.0		3,430 4.5								7,480 9.8			
	AVERAGE AUDIENCE (Households (000) & %)		{		9.0		4.5								9.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		32 8.7		17 4.7		32 * 9.2		4.3				25 9.6		10.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		7,250 9.5		3,890 5.1								9,770 12.8		CBS EVENING NEWS- CRONKITE	
	CBS TV		{		5,720 7.5		3,280 4.3								8,620 11.3			
	AVERAGE AUDIENCE (Households (000) & %)		{		7.5		4.3		7.4 * 26		4.5				11.3		11.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		26 7.2		16 4.1		27 * 7.6		4.5				28 11.3			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		9,610 12.6		4,430 5.8								9,610 12.6		ABC WORLD NEWS TONIGHT	
	ABC TV		{		7,710 10.1		3,820 5.0								8,390 11.0			
	AVERAGE AUDIENCE (Households (000) & %)		{		10.1		5.0		9.8 * 34		4.8				26 10.7		11.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		34 9.6		17 5.2		33 * 10.0		4.8				26 10.7		11.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		7,630 10.0		4,650 6.1								10,380 13.6		CBS EVENING NEWS- CRONKITE	
	CBS TV		{		6,100 8.0		3,820 5.0								9,230 12.1			
	AVERAGE AUDIENCE (Households (000) & %)		{		8.0		5.0		8.0 * 27		5.4				27 11.9		12.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		27 7.9		17 4.7		27 * 8.0		5.4				27 11.9		12.2	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		9,610 12.6		4,430 5.8								9,610 12.6		ABC WORLD NEWS TONIGHT	
	ABC TV		{		7,710 10.1		3,820 5.0								8,390 11.0			
	AVERAGE AUDIENCE (Households (000) & %)		{		10.1		5.0		9.8 * 34		4.8				26 10.7		11.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		34 9.6		17 5.2		33 * 10.0		4.8				26 10.7		11.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		7,630 10.0		4,650 6.1								10,380 13.6		CBS EVENING NEWS- CRONKITE	
	CBS TV		{		6,100 8.0		3,820 5.0								9,230 12.1			
	AVERAGE AUDIENCE (Households (000) & %)		{		8.0		5.0		8.0 * 27		5.4				27 11.9		12.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		27 7.9		17 4.7		27 * 8.0		5.4				27 11.9		12.2	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		9,610 12.6		4,430 5.8								9,610 12.6		ABC WORLD NEWS TONIGHT	
	ABC TV		{		7,710 10.1		3,820 5.0								8,390 11.0			
	AVERAGE AUDIENCE (Households (000) & %)		{		10.1		5.0		9.8 * 34		4.8				26 10.7		11.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		34 9.6		17 5.2		33 * 10.0		4.8				26 10.7		11.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		7,630 10.0		4,650 6.1								10,380 13.6		CBS EVENING NEWS- CRONKITE	
	CBS TV		{		6,100 8.0		3,820 5.0								9,230 12.1			
	AVERAGE AUDIENCE (Households (000) & %)		{		8.0		5.0		8.0 * 27		5.4				27 11.9		12.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		27 7.9		17 4.7		27 * 8.0		5.4				27 11.9		12.2	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		9,610 12.6		4,430 5.8								9,610 12.6		ABC WORLD NEWS TONIGHT	
	ABC TV		{		7,710 10.1		3,820 5.0								8,390 11.0			
	AVERAGE AUDIENCE (Households (000) & %)		{		10.1		5.0		9.8 * 34		4.8				26 10.7		11.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		34 9.6		17 5.2		33 * 10.0		4.8				26 10.7		11.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		7,630 10.0		4,650 6.1								10,380 13.6		CBS EVENING NEWS- CRONKITE	
	CBS TV		{		6,100 8.0		3,820 5.0								9,230 12.1			
	AVERAGE AUDIENCE (Households (000) & %)		{		8.0		5.0		8.0 * 27		5.4				27 11.9		12.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		27 7.9		17 4.7		27 * 8.0		5.4				27 11.9		12.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	27.3	27.9	28.4	28.9	27.1	28.1	28.6	29.5	29.7	31.1	32.1	33.8	36.9	38.8	39.3	39.8
		WK. 2	29.1	29.8	30.7	31.2	29.6	30.1	30.4	31.3	31.8	33.4	34.5	36.6	40.3	42.6	43.2	44.1

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 7-11, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JULY 5, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						1,680 2.2	2,820 3.7		4,120 5.4		4,580 6.0		4,960 6.5		5,110 6.7		
	ABC TV						GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3 (OP)		SCOOBY AND SCRAPPY DOO-1		
	AVERAGE AUDIENCE (Households (000) & %)						1,300 1.7	2,210 2.9		3,050 4.0		3,660 4.8		3,890 5.1		4,500 5.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 1.5	32 2.0		27 2.8		26 3.0		24 4.7		27 5.7		6.1
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						1,750 2.3	2,290 3.0		5,260 6.9		6,640 8.7		7,710 10.1		6,790 8.9		
	CBS TV						MIGHTY MOUSE HECKL-JECKL1 (OP)	MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						1,370 1.8	1,750 2.3		4,120 5.4		5,880 7.7		6,100 8.0		5,650 7.4		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 1.8	23 1.8		33 1.9		39 2.7		38 7.3		32 7.5		7.3
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						1,070 1.4	1,750 2.3		16,790 22.0		WIMBLEDON TENNIS CHMP-SAT						
	NBC TV						GODZILLA/ GLOBETROTTERS 1	GODZILLA/ GLOBETROTTERS 2 (OP)										
	AVERAGE AUDIENCE (Households (000) & %)						840 1.1	1,300 1.7		5,340 7.0		3.4*		4.4*		5.2*		6.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 1.0	19 1.1		31 3.1		22* 3.6		23* 4.3		25* 4.5		27* 5.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						2,140 2.8	3,510 4.6		2,820 3.7		2,520 3.3		3,050 4.0		4,500 5.9		
	ABC TV						GREATEST SUPERFRIENDS 1	GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW 2		PLASTICMAN COMEDY-SHOW-3 (OP)		SCOOBY AND SCRAPPY DOO-1		
	AVERAGE AUDIENCE (Households (000) & %)						1,750 2.3	2,520 3.3		2,290 3.0		2,060 2.7		2,440 3.2		3,740 4.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 2.0	26 2.6		19 3.2		16 3.4		17 2.5		26 4.5		5.3
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						2,670 3.5	3,360 4.4		4,880 6.4		6,100 8.0		7,480 9.8		6,940 9.1		
	CBS TV						MIGHTY MOUSE HECKL JECKL1 (OP)	MIGHTY MOUSE HECKL JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						1,980 2.6	2,820 3.7		4,270 5.6		5,340 7.0		6,560 8.6		5,800 7.6		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 2.4	28 2.7		36 3.4		40 3.9		43 8.3		38 8.9		7.3
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						1,600 2.1	3,360 4.4		4,500 5.9		5,340 7.0		5,190 6.8		3,970 5.2		
	NBC TV						GODZILLA/ GLOBETROTTERS 1	GODZILLA/ GLOBETROTTERS 2 (OP)		FRED & BARNEY/SHMOO 1		FRED & BARNEY/SHMOO 2 (OP)		FRED & BARNEY/SHMOO 3 (OP)		DAFFY DUCK SHOW (OP)		
	AVERAGE AUDIENCE (Households (000) & %)						1,300 1.7	2,590 3.4		3,820 5.0		4,350 5.7		4,120 5.4		3,200 4.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 1.5	27 1.8		32 2.8		34 3.9		28 5.1		22 5.6		4.1
TV HOUSEHOLDS USING TV WK. 1		3.3	3.9	4.5	5.5	7.1	8.2	9.0	11.3	14.9	17.6	19.6	19.7	20.7	21.7	22.4	23.1	
(See Def. 1) WK. 2		3.9	4.3	5.5	6.9	8.7	10.1	12.2	13.7	15.0	16.4	16.7	17.9	19.4	20.2	20.0	19.7	

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. JULY 12, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JULY 5, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{	6,560 8.6	5,260 6.9	5,040 6.6	4,650 6.1												
	ABC TV			SCOOBY AND SCRAPPY DOO-2 (OP)	LAFF-A-LYMPICS (OP)	ABC WEEKEND SPECIALS HORSE THAT PLAYED CENTERFIELD, PT. 1	← AMERICAN BANDSTAND '80 →												
	AVERAGE AUDIENCE (Households (000) & %)		{	5,260 6.9	4,350 5.7	4,200 5.5	2,980 3.9												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			30 6.9	24 6.8	21 5.8	15 5.7	15* 4.2	16* 3.5	4.0* 3.9									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{	5,950 7.8	5,570 7.3	4,880 6.4	5,260 6.9	5,490 7.2	4,350 5.7										
	CBS TV			ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)	SHAZAM (OP)	TARZAN AND SUPER SEVEN 1 (OP)	TARZAN AND SUPER SEVEN 2 (OP)	30 MINUTES										
	AVERAGE AUDIENCE (Households (000) & %)		{	4,960 6.5	4,730 6.2	4,120 5.4	4,350 5.7	4,650 6.1	3,360 4.4										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 6.6	26 6.4	21 6.1	22 5.4	24 5.7	19 5.6	19 6.1	4.9 6.0	3.8 4.9							
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{	WIMBLEDON TENNIS CHMP-SAT															
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)		{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			6.8 7.1	6.9* 29*	7.6 32*	9.0 35*	9.4* 36*	9.9* 38*	7.1* 30*	7.7* 33*	7.8* 32*							
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{	5,260 6.9	4,880 6.4	5,490 7.2	6,330 8.3												
	ABC TV			SCOOBY AND SCRAPPY DOO-2 (OP)	LAFF-A-LYMPICS (OP)	ABC WEEKEND SPECIALS HORSE THAT PLAYED CENTERFIELD, PT. 1	← AMERICAN BANDSTAND '80 →												
	AVERAGE AUDIENCE (Households (000) & %)		{	4,500 5.9	4,200 5.5	4,430 5.8	3,360 4.4												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29 5.9	27 5.9	26 5.5	19 4.5	18* 3.7	20* 4.5	4.7* 4.9									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{	6,640 8.7	5,260 6.9	4,350 5.7	4,960 6.5	5,570 7.3	3,590 4.7										
	CBS TV			ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)	SHAZAM (OP)	TARZAN AND SUPER SEVEN 1 (OP)	TARZAN AND SUPER SEVEN 2 (OP)	30 MINUTES										
	AVERAGE AUDIENCE (Households (000) & %)		{	5,800 7.6	4,500 5.9	3,660 4.8	4,350 5.7	4,270 5.6	2,820 3.7										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			36 7.9	28 7.3	21 6.1	25 5.7	24 5.7	15 5.8	15 5.4	3.5 4.0	3.5 3.5							
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{	3,820 5.0	3,280 4.3	2,750 3.6	2,370 3.1												
	NBC TV			JETSONS (OP)	JONNY QUEST (OP)	GODZILLA	FLASH GORDON(B)												
	AVERAGE AUDIENCE (Households (000) & %)		{	2,900 3.8	2,670 3.5	2,290 3.0	1,830 2.4												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			19 3.5	17 4.1	14 3.5	10 3.0	10 2.3	26* 2.5	26* 6.6	26* 6.1	26* 6.6	26.1 6.7						
TV HOUSEHOLDS USING TV WK. 1 WK. 2																			
(See Def. 1) 23.3 23.9 23.7 24.5 25.8 26.5 25.9 25.9 25.7 24.6 23.4 24.0 23.0 23.4 23.6 24.5																			
20.9 21.3 20.6 21.2 22.1 22.7 22.8 23.0 22.4 23.4 23.8 24.3 24.7 26.4 26.4 26.1																			
U.S. TV Households 76,300,000																			
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:22PM)																			
ST. LOUIS VS NEW YORK METS & MILWAUKEE VS TORONTO (2:22-6:00PM)																			

For explanation of symbols, See page A

DAY SAT. JULY 12, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JULY 5, 1980

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{											9,690 12.7							
	ABC TV												ABC WIDE WORLD SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{											4,880 6.4	5.3*		5.9*		8.1*		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%											20 5.3	18 *		19 *		24 *		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						3,820 5.0						5,110 6.7						6,330 8.3
	CBS TV							WESTERN OPEN GOLF-SAT								CBS SPORTS SPECTACULAR			CBS SAT. NEWS-SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)	{						2,210 2.9	2.8*		2.9*	3,360 4.4	3.9*		4.8*		5,490 7.2			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%						11 2.9	11 *		10 *	15 3.6	14 *		16 *		20 7.0	7.3		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	13,890 18.2																7,100 9.3	
	NBC TV		NBC MAJOR LEAGUE BASEBALL VARIOUS TEAMS AND TIMES (2:30-6:00PM)																	NBC NIGHTLY NEWS-SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{	6,180 8.1	7.0*		7.3*		8.0*		8.2*		8.5*		9.6*				6,100 8.0		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%	29 7.1	29 *		29 *		30 *		29 *		29 *		31 *				23 7.7	8.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						3,280 4.3						11,830 15.5						
	ABC TV							U.S. WOMENS OPEN GOLF-SAT								ABC WIDE WORLD-SPORTS SAT				
	AVERAGE AUDIENCE (Households (000) & %)	{						2,140 2.8	2.6*		2.9*	6,180 8.1	7.1*		9.0*		8.1*			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%						10 2.6	9 *		10 *	24 6.2	22 *		27 *		23 *	7.9		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						7,100 9.3											8,090 10.6	
	CBS TV												CBS SPORTS SPECTACULAR					CBS SAT. NEWS-SCHIEFFER		
	AVERAGE AUDIENCE (Households (000) & %)	{						3,820 5.0	4.7*			4.9*		5.4*		6,940 9.1				
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%						16 4.5	16 *			16 *		17 *		25 9.3	9.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																		5,720 7.5
	NBC TV		NBC MAJOR LEAGUE BASEBALL ST. LOUIS VS NEW YORK METS & MILWAUKEE VS TORONTO (2:22-6:00PM)																	NBC NIGHTLY NEWS-SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{		7.1*		7.7*		8.7*		9.2*		9.3*		9.5*				4,880 6.4		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%		27 *		28 *		31 *		32 *		31 *		29 *				18 6.4	6.4	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.7	24.7	25.3	26.0	26.4	27.3	28.2	28.9	29.6	30.4	31.0	32.0	33.0	34.4	35.2	36.5		
		WK. 2	26.4	27.1	27.8	28.3	29.0	29.2	29.0	30.2	31.1	32.0	33.1	33.4	34.0	36.6	37.3	37.5		

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. JULY 12, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JULY 6, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)																	1,980 2.6										
ABC TV																	KIDS ARE PEOPLE TOO I (SUS)		KIDS ARE PEOPLE TOO II								
AVERAGE AUDIENCE (Households (000) & %)																	1,600										
SHARE OF AUDIENCE %																	2.1										
AVG. AUD. BY ¼ HR. %																	14										
																	2.2		2.1								
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	530 .7		610 .8		3,740 4.9		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	380 .5		380 .5		1,910 2.5		2.3*		2.6*	
	SHARE OF AUDIENCE %																	9 .5		6 .5		19 2.1*		19*		16*	
	AVG. AUD. BY ¼ HR. %																	.5		.5		<< .6		2.1		2.5	
																	.5		.5		2.7		2.5		2.5		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 7	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 8	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 9	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 10	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 11	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 12	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 13	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 14	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 15	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 16	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 17	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 18	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 19	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 20	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 21	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 22	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 23	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6		10 .8		21 2.7		24*		21*	
	AVG. AUD. BY ¼ HR. %																	.6		.8		2.9		3.2		3.2	
																	.6		.8		2.9		3.2		3.2		
WEEK 24	TOTAL AUDIENCE (Households (000) & %)																	610 .8		840 1.1		4,040 5.3		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	CBS TV																	SKATEBIRDS (OP)		JASON OF STAR COMMAND (OP)							
	AVERAGE AUDIENCE (Households (000) & %)																	530 .7		690 .9		2,290 3.0		2.8*		3.2*	
	SHARE OF AUDIENCE %																	11 .6									

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. JULY 13, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JULY 6, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	2,750 3.6	1,910 2.5	3,130 4.1															
	ABC TV			KIDS ARE PEOPLE TOO !!! (OP)	ANIMALS, ANIMALS, ANIMALS (OP)	ISSUES AND ANSWERS	DIRECTIONS (SUS)														
	AVERAGE AUDIENCE (Households (000) & %)		{	2,290 3.0	1,530 2.0	2,520 3.3															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	19 2.8	12 2.1	17 3.2	3.3														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	2,750 3.6		FACE THE NATION															
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{	2,290 3.0																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	18 2.8		3.1															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{			3,050 4.0		MEET THE PRESS													
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{			2,670 3.5															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%			17 3.6		3.5													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	2,820 3.7	3,130 4.1	3,890 5.1															
	ABC TV			KIDS ARE PEOPLE TOO !!! (OP)	ANIMALS, ANIMALS, ANIMALS (OP)	ISSUES AND ANSWERS	DIRECTIONS (SUS)														
	AVERAGE AUDIENCE (Households (000) & %)		{	2,290 3.0	2,440 3.2	3,200 4.2															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	17 2.9	16 3.1	19 4.4	4.0														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	2,520 3.3		FACE THE NATION															
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{	2,060 2.7																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	14 2.9		2.5															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{			3,200 4.2		MEET THE PRESS		RELIGIOUS SERIES (SUS)											
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		{			2,140 2.8															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%			14 2.8		2.8													
TV HOUSEHOLDS USING TV WK. 1 16.0 16.4 16.5 17.1 18.8 19.7 21.0 21.3 21.0 21.1 22.6 24.5 25.5 26.6 26.8 27.3																					
(See Def. 1) WK. 2 17.7 18.1 19.4 20.5 21.5 22.0 21.8 22.3 23.0 23.5 24.7 25.6 26.6 27.3 27.2 28.0																					

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. JULY 13, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JULY 6, 1980

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																		6,490 8.5 ABC WRLD NEWS TONIGHT-SUN		
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)																		5,720 7.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		21 7.5 7.6		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		5,950 7.8						8,160 10.7										7,100 9.3 CBS EVENING NEWS- DEAN		
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)		3,890 5.1		5.0*		5.2*		5.0		4.6*		4.4*		4.8*		6.0*		6,100 8.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		19 4.8		19* 5.2		19* 5.5		17 4.9		16* 4.4		15* 4.5		16* 5.0		19* 5.6		21 7.6 8.3		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						6,940 9.1														6,260 8.2 NBC NIGHTLY NEWS- SUN.
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)						3,510 4.6		4.9*		4.2*		4.7*						5,340 7.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						16 5.2		17* 4.5		15* 4.2		16* 4.5						19 6.7 7.2		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		2,750 3.6						5,800 7.6										4,650 6.1 ABC WRLD NEWS TONIGHT-SUN		
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)		1,600 2.1		2.3*		2.0*		3.6		2.9*		3.6*		3.7*		4.2*		3,970 5.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		7 2.5		8* 2.1		7* 1.9		12 2.0		10* 2.8		12* 3.1		12* 3.5		13* 4.0		15 5.0 5.4		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		11,670 15.3																		6,870 9.0 CBS EVENING NEWS DEAN
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)		4,810 6.3		4.9*		5.4*		6.1*		7.3*		8.1*		5.7*						5,720 7.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		21 4.8		17* 5.0		19* 5.0		20* 5.7		24* 6.1		27* 6.2		18* 6.9		20 7.7		20 8.3 8.0 5.8 5.6		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						7,630 10.0														5,650 7.4 NBC NIGHTLY NEWS- SUN.
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)						3,820 5.0		5.5*		4.9*		4.6*						4,580 6.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						17 5.3		18* 5.8		16* 5.0		15* 4.7						16 5.6 6.4		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.9	27.5	28.0	28.8	29.0	28.2	28.7	29.1	29.6	30.4	31.3	33.6	35.6	36.3	37.1	38.3			
		WK. 2	28.5	28.9	29.3	29.6	30.8	31.9	32.1	31.9	31.4	32.3	32.9	33.3	34.3	36.3	37.3	38.9			

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. JULY 13, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	1	8.30-11.12PM	-GRID 11.00	21,140	27.7	11,060	14.5	27	15.9		27,010	35.4	18,390	24.1	40	23.8	
ABC BASEBALL FILL-2(SUS)	1	10.11-11.19PM	10.00														
ABC BOXING FILL(SUS)	2	10.51-10.55PM	10.45														
ABC SPORTS FILL(SUS)	2	10.55-11.00PM	10.45														
CBS MISS UNIVERSE PAGEANT(S)	2	9.00-11.03PM	-GRID 11.00														
EVENING TUESDAY																	
ABC MAJOR LEAGUE ALLSTAR PRE(S)	2	8.00- 8.36PM	-GRID 8.30								16,630	21.8	13,510	17.7	38	20.1	
ABC MAJOR LEAGUE ALLSTAR GAME(S)	2	8.36-11.23PM	-GRID 11.00 11.15								31,130	40.8	20,450	26.8	46	27.9	
CBS LIBERTARIANS-POLITICAL(S)	2	10.54-11.00PM	10.45											26.5*	47*	23.8	
EVENING FRIDAY																	
ABC ED CLARK FOR PRES. COMM.(S)	2	10.56 11.00PM	10.45								9,230	12.1	8,010	10.5	22	10.5	
ABC FEATURETTE(SUS)	2	10.48-10.56PM	10.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,500	19.0	14,500	19.0	40	19.0		12,820	16.8	12,820	16.8	36	16.8	
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	6,640	8.7	6,410	8.4	19	8.4		4,960	6.5	4,810	6.3	15	6.3	
CBS NEWSBREAK-SAT.	1	8.59- 9.00PM	8.45	4,120	5.4	4,120	5.4	13	5.4								
	2	8.58- 9.00PM	8.45								6,260	8.2	5,950	7.8	19	7.8	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	8,700	11.4	8,700	11.4	27	11.4		6,410	8.4	6,410	8.4	20	8.4	
NBC SATURDAY NIGHT	1	11.30-12.47AM	11.30	13,200	17.3	7,780	10.2	33	11.3								
	2	11.30-12.51AM	11.30 11.45 12.00 12.15 12.30 12.45				11.3*	33*	11.3 10.4 9.6 8.7 8.4		13,350	17.5	7,780	10.2	34	11.2	
							10.0*	34*						11.3*	32*	11.5	
														10.0*	35*	9.8	
														8.8*	35*	8.5	
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	1	7.58- 7.59PM	7.45	7,170	9.4	7,170	9.4	21	9.4		8,620	11.3	8,620	11.3	24	11.3	
	2	8.58- 8.59PM	8.45														
ABC ABC SPORTS SPEC EDITION(SUS)	1	10.49-11.00PM	10.45														
CBS NEWSBREAK-SUN.		8.58 8.59PM	8.45	11,220	14.7	11,220	14.7	29	14.7		9,610	12.6	9,610	12.6	26	12.6	
NBC NBC NEWS UPDATE-SUN.	2	8.58- 8.59PM	8.45								9,460	12.4	9,460	12.4	26	12.4	
	1	9.00 9.01PM	9.00	8,010	10.5	8,010	10.5	20	10.5								
NBC LAROCHE FOR PRES.(S)	2	10.55-11.00PM	10.45								12,970	17.0	10,610	13.9	27	13.9	
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.20AM	-GRID	3,890	5.1	1,830	2.4	9			4,200	5.5	2,290	3.0	13		
	2	11.30- 1.32AM	-GRID 12.45				2.0*	9*	2.1					3.0*	15*	3.1	
CONT'D																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2											
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
EVENING SUNDAY-CONT'D																				
NBC NBC LATE NIGHT MOVIE-CONT'D				1.00					2.1							3.0				
				1.15				2.0*	11*	1.9					3.0					
				1.30										3.0*	17*	2.9				
EVENING MONDAY-FRIDAY																				
ABC ABC NEWSBRIEF-M-F				>	8.15	10,910	14.3	10,910	14.3	29	8.9	M-F	10,380	13.6	10,150	13.3	27	11.2	M-F	
					8.30												19.9	TUE.		
					8.45												5.8	FRI.		
					9.45												15.2	W & TH		
ABC BASEBALL FILL-1(SUS)				1	11.12-11.25PM	11.00					15.6	TU-F								
ABC ABC NEWS:NIGHTLINE M-TH				>	-GRID	7,550	9.9	6,710	8.8	26		M-TH	7,170	9.4	6,180	8.1	24		M-TH	
					12.00						6.9	MON.						7.2	TUE.	
					12.15						6.0	MON.								
ABC FRIDAYS					11.30-12.40AM	11.30	9,310	12.2	5,570	7.3	26	7.2	FRI.	9,770	12.8	5,800	7.6	24	8.9	FRI.
					11.45					7.6*	24*	7.9	FRI.				8.5*	23*	8.1	FRI.
					12.00							7.2	FRI.						8.0	FRI.
					12.15					7.2*	26*	7.2	FRI.				7.4*	24*	6.7	FRI.
					12.30							6.9	FRI.						5.8	FRI.
ABC BARNEY MILLER-11.30				2	11.50-12.26AM	11.45								5,190	6.8	4,120	5.4	19	5.8	MON.
					12.00													5.4	MON.	
ABC CHARLIE'S ANGELS-11.30				1	11.52- 1.00AM	12.15											5.2*	20*	5.0	MON.
				2	11.50-12.59AM	11.45	6,330	8.3	4,350	5.7	22	5.6	THU.							
					12.00									5,340	7.0	3,280	4.3	17	4.7	THU.
					12.15							6.0	THU.						4.7	THU.
					12.30							5.9*	22*						4.5	THU.
					12.45							5.4	25*						4.2	THU.
ABC LOVE BOAT-11.30				1	11.50-12.59AM	11.45	7,480	9.8	4,270	5.6	22	5.6	WED.						3.6	THU.
				2	11.50-12.58AM	11.45								6,330	8.3	4,500	5.9	24	4.8	WED.
					12.00														5.7	WED.
					12.15							5.5*	21*						6.0*	24*
					12.30							5.7	WED.						6.4	WED.
					12.45							5.4	WED.						6.3	WED.
ABC SOAP-11.30				1	11.50-12.54AM	11.45	6,940	9.1	4,580	6.0	24	6.8	TUE.						6.0	WED.
					12.00															
					12.15							6.4*	25*							
					12.30							6.1	TUE.							
					12.45							5.5	TUE.							
												5.2*	25*							
ABC BARNEY MILLER-11.30				1	12.17-12.52AM	12.15	3,890	5.1	3,360	4.4	19	4.5	MON.							
					12.30							4.4	MON.							
					12.45							4.3*	20*							
ABC POLICE WOMAN				2	12.26- 1.21AM	12.15								3,890	5.1	2,590	3.4	17	3.5	MON.
					12.30														3.5	MON.
					12.45														3.3	MON.
					1.00														3.3	MON.
					1.15															
ABC TUESDAY MOVIE OF THE WEEK CONT'D				2	12.15- 1.43AM	12.15								4,960	6.5	2,670	3.5	20	4.7	TUE.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC TUESDAY MOVIE OF THE WEEK-CONT'D																	
			12.30												3.7	TUE.	
			12.45											3.5* 18*	3.3	TUE.	
			1.00											3.2* 22*	3.2	TUE.	
			1.15												3.2	TUE.	
			1.30												3.1	TUE.	
ABC BARETTA-THU.	2	12.59- 1.48AM	12.45								2,290	3.0	1,750	2.3 14	2.1	THU.	
			1.00											2.3* 13*	2.3	THU.	
			1.15												2.2	THU.	
			1.30												2.3	THU.	
			1.45												2.2	THU.	
ABC BARETTA-WED.	1	12.59- 1.46AM	12.45	2,980	3.9	2,520	3.3	21	3.9	WED.							
	2	12.58- 1.48AM	12.45								3,890	5.1	3,050	4.0 26	4.3	WED.	
			1.00						3.4	WED.					4.4	WED.	
			1.15					3.4*	3.4	WED.				4.3* 27*	4.2	WED.	
			1.30						3.3	WED.					3.5	WED.	
			1.45						3.1	WED.					3.3	WED.	
ABC POLICE WOMAN	1	12.52- 1.47AM	12.45	2,750	3.6	2,290	3.0	18	3.1	MON.							
			1.00						2.9	MON.							
			1.15					3.0*	3.0	MON.							
			1.30						2.9	MON.							
ABC BARETTA-THU.	1	1.00- 1.48AM	1.45						3.0	MON.							
			1.00	3,820	5.0	3,050	4.0	24	4.1	THU.							
			1.15					4.0*	3.9	THU.							
			1.30						4.0	THU.							
			1.45						3.9	THU.							
CBS NEWSBREAK-M-F	>		8.45	7,020	9.2	6,790	8.9	21	9.2	M-F	8,470	11.1	8,470	11.1 22	11.1	M-F	
CBS LATE MOVIE I	>		→GRID	7,860	10.3	5,040	6.6	23		M-F	7,250	9.5	4,430	5.8 20		M-F	
			11.45											6.8* 19*	6.6	MTUTHF	
			12.00												5.9	M-F	
			12.15											5.7* 21*	5.6	M-F	
			12.30												5.4	M-F	
			12.45											4.2* 20*	4.7	M-F	
			1.00						5.7	M-F					4.0	WED.	
CBS YOUR TURN: LTRS-CBS NEWS(S)	2	11.30-12.00MD	11.30								6,640	8.7	5,420	7.1 21	7.4	WED.	
			11.45												6.8	WED.	
CBS LATE MOVIE II	2	>	→GRID								4,120	5.4	3,430	4.5 26		M-F	
			12.45												4.9	MTUTHF	
			1.00												4.5	M-F	
			1.15											4.7* 28*	4.2	M-F	
			1.30												3.1	WED.	
			1.45											3.0* 24*	2.7	WED.	
NBC NBC NEWS UPDATE-M-F	2	>	8.15								9,160	12.0	9,160	12.0 24	10.3	M-F	
	1	>	8.45	8,240	10.8	8,240	10.8	24	11.5	M-F					12.4	M-TH	
			9.00						7.7	FRI.							
NBC WIMBLEDON TENNIS-FRI.(S)	1	11.30-11.45PM	11.30	6,560	8.6	5,720	7.5	23	7.5	FRI.							
NBC WIMBLEDON TENNIS-MON.(S)	1	11.30-11.45PM	11.30	7,550	9.9	7,320	9.6	26	9.6	MON.							

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
NBC WIMBLEDON TENNIS-THU.(S)	1	11.30-11.45PM	11.30	7,100	9.3	6,560	8.6	23	8.6	THU.									
NBC WIMBLEDON TENNIS-TUE.(S)	1	11.30-11.45PM	11.30	7,550	9.9	7,100	9.3	26	9.3	TUE.									
NBC WIMBLEDON TENNIS-WED.(S)	1	11.30-11.45PM	11.30	6,030	7.9	5,720	7.5	21	7.5	WED.									
NBC TONIGHT SHOW	1	>	-GRID 1.00	8,390	11.0	4,430	5.8	23	4.8	M-F MTUF									
NBC MIDNIGHT SPECIAL	2	1.00- 2.30AM	1.00 1.15 1.30 1.45 2.00 2.15								6,030	7.9	2,980	3.9 4.6*	25 24*	4.6 4.5 4.4 3.8 3.1 3.0	FRI. FRI. FRI. FRI. FRI. FRI.		
NBC TOMORROW SHOW	2	>	-GRID 1.45								2,590	3.4	1,910	2.5	17	1.8	M-TH M-TH		
NBC MIDNIGHT SPECIAL	1	1.15- 2.45AM	1.15 1.30 1.45 2.00 2.15 2.30	4,880	6.4	2,520	3.3	26	4.7 3.9 3.4 3.1 2.7 2.0	FRI. FRI. FRI. FRI. FRI. FRI.									
NBC TOMORROW SHOW	1	>	-GRID	2,750	3.6	1,910	2.5	18		M-TH									
DAY MONDAY-FRIDAY																			
ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45				2.4*	18*	2.2 2.1	M-TH M-TH									
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,490	8.5	6,180	8.1	30	8.1	M-F							M-F		
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45							M-F	6,640	8.7	6,410	8.4	30	8.4	M-F		
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45							M-F							M-F		
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS MAGAZINE(S)	1	10.00-11.00AM	10.00 10.15 10.30 10.45	6,870	9.0	3,970	5.2 5.4*	26 27*	5.5 5.3 4.9 5.2	THU. THU. THU. THU.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,490	7.2	5,340	7.0	30	7.0	M-F	5,190	6.8	5,040	6.6	28	6.6	M-F		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,810	6.3	4,580	6.0	21	6.0	M-F	5,260	6.9	4,880	6.4	21	6.4	M-F		
CBS RAZZMATAZZ(S)	1	4.00- 4.30PM	4.00 4.15	4,580	6.0	3,890	5.1	18	5.1 5.1	TUE. TUE.									
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F		
NBC NBC NEWS UPDATE-11.28AM(SUS)		11.28-11.29AM	11.15							M-F							M-F		
NBC WIMBLEDON TENNIS CHMP-FRI(S)	1	2.30- 5.00PM	2.30 2.45 3.00 3.15 3.30	8,770	11.5	4,430	5.8 5.0*	22 20*	5.0 5.4 5.4 5.4	FRI. FRI. FRI. FRI.									
CONT'D																			

A-43 U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																		
NBC WIMBLEDON TENNIS CHMP-FRI(S)-CONT'D																		
				3.45		5.7* 21*			5.9	FRI.								
				4.00					6.1	FRI.								
				4.15		6.4* 25*			6.8	FRI.								
				4.30					7.1	FRI.								
				4.45		6.7* 26*			6.2	FRI.								
DAY SATURDAY																		
ABC SCHOOLHOUSE ROCK-8.56AM				8.56- 8.59AM	8.45	2,060	2.7	1,910	2.5	25	2.5		2,900	3.8	2,590	3.4	26	3.4
ABC SCHOOLHOUSE ROCK-10.26AM				10.26-10.29AM	10.15	3,510	4.6	3,280	4.3	20	4.3		2,980	3.9	2,820	3.7	19	3.7
ABC SCHOOLHOUSE ROCK-11.26AM				11.26-11.29AM	11.15	4,960	6.5	4,650	6.1	26	6.1		4,650	6.1	4,270	5.6	27	5.6
ABC DEAR ALEX & ANNIE-11.56AM				11.56-11.59AM	11.45	3,820	5.0	3,510	4.6	19	4.6		4,270	5.6	3,820	5.0	25	5.0
CBS SUMMER SEMESTER SAT(SUS)				6.30- 7.00AM	6.30													
CBS IN THE NEWS- 8.26AM				8.26- 8.29AM	8.15	1,450	1.9	1,370	1.8	22	1.8		2,140	2.8	2,060	2.7	27	2.7
CBS IN THE NEWS- 8.56AM				8.56- 8.59AM	8.45	2,370	3.1	2,210	2.9	26	2.9		3,360	4.4	3,200	4.2	31	4.2
CBS IN THE NEWS- 9.26AM				9.26- 9.29AM	9.15	4,810	6.3	4,730	6.2	35	6.2		4,650	6.1	4,650	6.1	37	6.1
CBS IN THE NEWS- 9.59AM				9.59-10.02AM	9.45	6,410	8.4	6,260	8.2	40	8.3		6,640	8.7	6,180	8.1	43	8.4
				10.00							8.2						8.0	
CBS IN THE NEWS-10.56AM				10.56-10.59AM	10.45	5,880	7.7	5,720	7.5	32	7.5		5,720	7.5	5,570	7.3	37	7.3
CBS IN THE NEWS-11.26AM				11.26-11.29AM	11.15	5,340	7.0	4,880	6.4	27	6.4		5,420	7.1	5,190	6.8	32	6.8
CBS IN THE NEWS-11.56AM				11.56-11.59AM	11.45	5,260	6.9	4,960	6.5	27	6.5		4,650	6.1	4,270	5.6	26	5.6
CBS IN THE NEWS-12.26PM				12.26-12.29PM	12.15	3,970	5.2	3,890	5.1	19	5.1		3,360	4.4	3,200	4.2	19	4.2
CBS IN THE NEWS-12.56PM				12.56-12.59PM	12.45	4,580	6.0	4,430	5.8	22	5.8		4,500	5.9	4,270	5.6	24	5.6
CBS IN THE NEWS- 1.26PM				1.26- 1.29PM	1.15	4,500	5.9	4,120	5.4	22	5.4		4,200	5.5	3,820	5.0	21	5.0
NBC ASK NBC NEWS-8:58AM				8.58- 9.00AM	8.45	2,140	2.8	2,060	2.7	27	2.7		3,050	4.0	2,900	3.8	29	3.8
NBC TIME OUT-9:45AM				2 9.45- 9.47AM	9.45							4,500	5.9	4,350	5.7	33	5.7	
NBC ASK NBC NEWS-10:28AM				2 10.28-10.30AM	10.15							3,740	4.9	3,430	4.5	23	4.5	
NBC TIME OUT-10:58AM				2 10.58-11.00AM	10.45							3,200	4.2	3,130	4.1	21	4.1	
NBC ASK NBC NEWS-11:28AM				2 11.28-11.30AM	11.15							3,200	4.2	2,980	3.9	19	3.9	
NBC TIME OUT-11:58AM				2 11.58-12.00NN	11.45							2,750	3.6	2,670	3.5	17	3.5	
NBC NBC MAJOR LEAGUE PRE GAME				2 2.00- 2.22PM	-GRID 2.15							5,040	6.6	4,350	5.7	23		
																	6.2	
DAY SUNDAY																		
ABC DEAR ALEX & ANNIE-11.26AM				11.26-11.29AM	11.15	2,590	3.4	2,370	3.1	19	3.1		2,590	3.4	2,590	3.4	19	3.4
ABC SCHOOLHOUSE ROCK-11.55AM				11.55-11.59AM	11.45	1,680	2.2	1,370	1.8	11	1.8		2,440	3.2	2,370	3.1	15	3.1
CBS IN THE NEWS- 8.26AM-SUN.				8.26- 8.29AM	8.15	<<		<<			<<	610	.8	610	.8	12	.8	
CBS IN THE NEWS- 8.56AM-SUN.				8.56- 8.59AM	8.45	610	.8	460	.6	7	.6		760	1.0	760	1.0	10	1.0